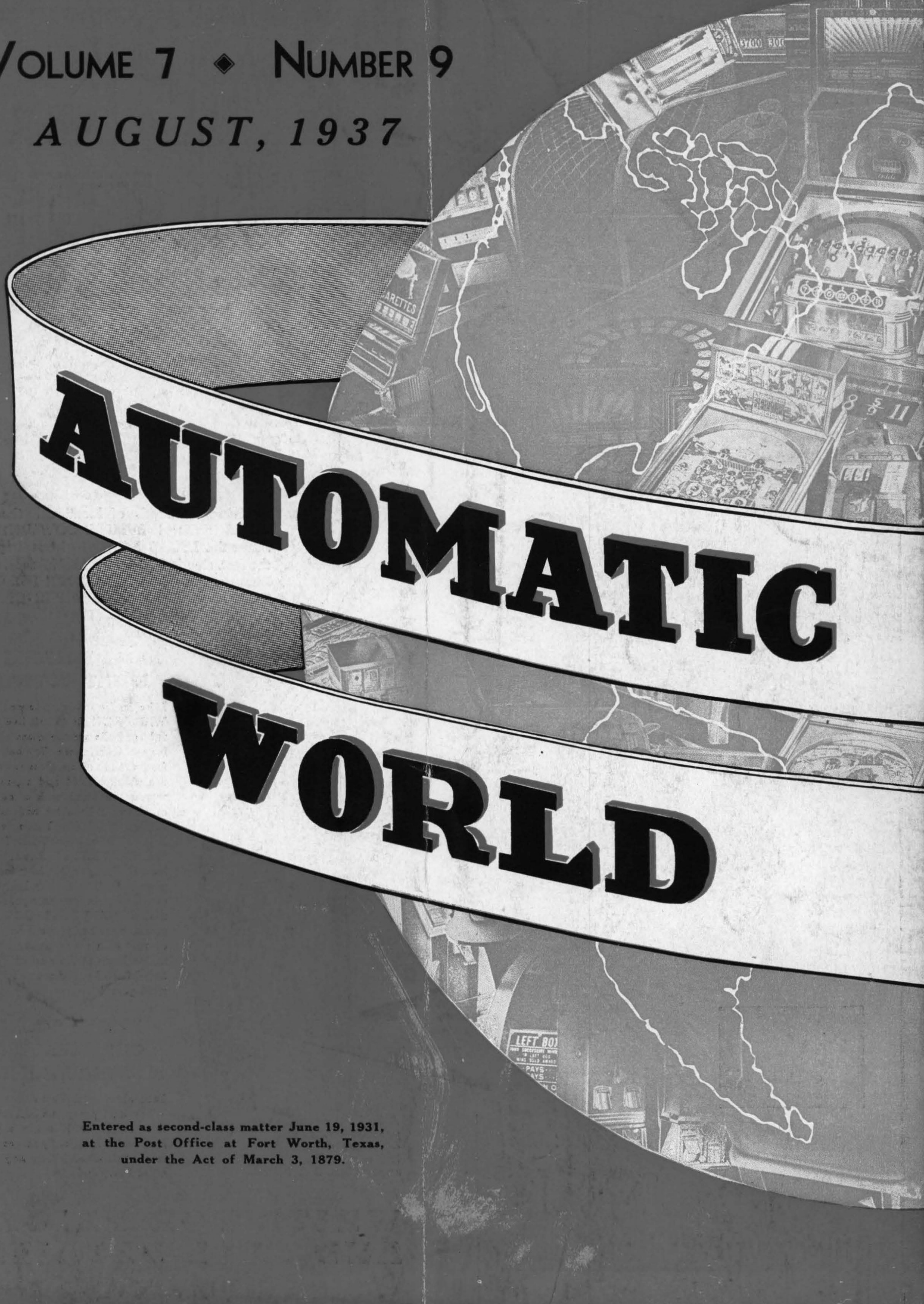


VOLUME 7 ♦ NUMBER 9

AUGUST, 1937

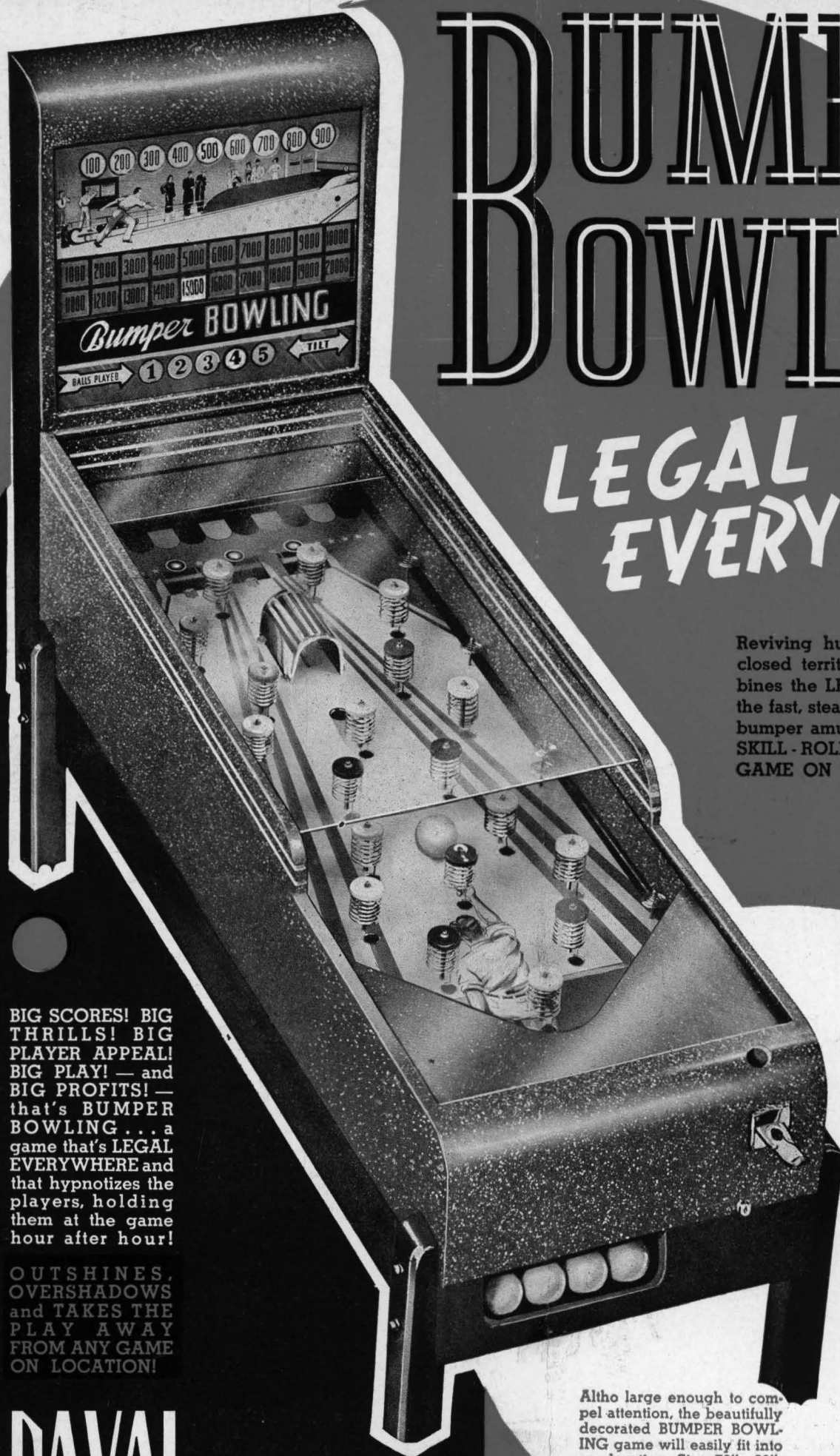


AUTOMATIC WORLD

Entered as second-class matter June 19, 1931,
at the Post Office at Fort Worth, Texas,
under the Act of March 3, 1879.

BUMPER BOWLING

LEGAL EVERYWHERE



BIG SCORES! BIG THRILLS! BIG PLAYER APPEAL! BIG PLAY! — and BIG PROFITS! — that's BUMPER BOWLING... a game that's **LEGAL EVERYWHERE** and that hypnotizes the players, holding them at the game hour after hour!

OUTSHINES, OVERSHADOWS and TAKES THE PLAY AWAY FROM ANY GAME ON LOCATION!

DAVAL 200 S. PEORIA
MFG. CO. CHICAGO, ILL.

Reviving hundreds of locations! Opening closed territory! BUMPER BOWLING combines the **LEGAL ACTION** of bowling with the fast, steady **MONEY-MAKING** features of bumper amusement tables! **IT'S THE ONLY SKILL-ROLL JUMBO-BUMPER-SPRING GAME ON THE MARKET!**

SKILL ROLLING IS WHAT COUNTS!

Like in bowling, player uses **WRIST-ACTION** to roll five 3-inch rubber balls up the glass runway for a winning score. The ball drops from the top of the glass runway to the playing field and zig-zags towards the front with a clicking, crackling rat-a-tat-tat action, scoring up to 20,000! The scoring is **X-RAYED** on the **GIANT SIZE "MIRRO-FLASH"** Daval scoreboard! Bumper Bowling is a proof! Adding a sixth ball to game cancels the score previous! **NEW BALL COUNTER** counts each ball played! Any score or part of a score under 1000 remains lit-up at the end of a game as a **BONUS** or inducement for the next game!

EXTRA SCORE CHANNEL AND MYSTERY BUMPER

Talk about a million-dollar thrill! When a player gets a ball through the tunnel or hits the mystery bumper he frequently scores much more than when hitting any of the other bumpers!

Altho large enough to compel attention, the beautifully decorated BUMPER BOWLING game will easily fit into any location. Size: 79" x 26".

WRITE FOR PRICES AND FULL DETAILS



Bally's NUGGET

COIN-OPERATED SALES-BOARD

EARN \$10 TO \$25 DAILY

A gold mine in 6 SQUARE INCHES OF COUNTER SPACE
... Bally's NUGGET operates exactly like a 1000-hole
5-cent board (penny play optional) with added attraction
of 3 SPINNING REELS which whirl when the coin is
deposited, come to a teasing, tantalizing stop and show
one of 1000 possible numbers. Winners posted on flashy
5-color front with gold money seals.

Your first cost is your last cost ... NO REPLACEMENT
EXPENSE when you invest in the NUGGET perpetual
sales-board. Merchants welcome this busy little money-
maker, because it requires attention only to check
winners. Mechanism GUARANTEED TROUBLE-PROOF and
positively cheat-proof. Easily ADJUSTABLE by means of
extra seals furnished with each machine.

Order 10 to 100 NUGGETS now. You'll place them all in
a few days ... and collect \$10, \$15, \$25 daily from
each for many months to come. Avoid any chance of delay
by rushing your order today!



HALF A MILLION NUGGETS will be placed in 1937. Be first in your
territory and clean up some of the biggest money you've ever earned!

AMAZINGLY LOW PRICE

... TURN THE PAGE
AND ALSO SEE BALLY'S CLEVER "SUM-FUN" COUNTER SENSATION



SUM-FUN

Bally's COUNTER THRILLER WITH NEW WIN-A-SUM AWARD SYSTEM

SUM-FUN'S clever new WIN-A-SUM Award System has the kind of "come-on" that fills the cash-box quick. Gleaming golden coins whirl 'round and 'round on the 3 SPINNING REELS . . . and, when "three of a kind" come up, player collects SUM of all three coins. For example: 3 dimes pay 30 cents; 3 dollars pay \$3.00.

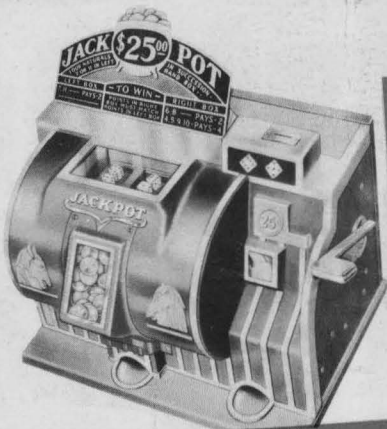
Every spin "comes so close" to a win that players can't resist another try . . . and another! And winners pop up often enough to keep interest at fever pitch!

SUM-FUN asks only 6 square inches of counter space to earn upwards of \$10.00 daily. You'll agree SUM-FUN is sure some fun when you open the crammed-full cash-box. Rush your sample order today if you want SUM-FUN in a hurry!



RELIANCE PAYOUT DICE GAME

Duplicates every play known to regulation "craps" dice game . . . and with REAL DICE that whirl and spin as if thrown by hand! \$25.00 Jack-Pot for 4 "naturals" in a row (\$5.00 on nickel model). No wonder many RELIANCES on location 12 to 18 months are still earning up to \$50 DAILY PROFIT! Get your share . . . order today!



BALLY BABY

3 GAMES FOR PRICE OF ONE

Give it only 6 in. by 5 in. counter space and watch it take in the coin! Each machine equipped for 3 DIFFERENT STYLES OF PLAY (Penny Cigarette Game; Numbers Game with 400-to-1 odds; 5-10-25-Cent Trade Stimulator) insuring long life and steady profits. Plenty of spots still waiting for BALLY BABY. Order today!



CONFIDENTIAL OPERATORS' PRICES

NUGGET
\$19.75

SUM-FUN
\$19.75

Bally Baby
\$17.50

Reliance
Nickel Play \$92.50
Quarter Play \$95.50

One third with order, balance C. O. D., f. o. b. Chicago

BALLY MFG. CO.

2640 BELMONT AVE.

CHICAGO, ILL.

FOTO-

**HAIR RAISING
TURF THRILLER!**

FINISH

1-BALL BUMPER SPRING PAYOUT

*with SENSATIONAL MYSTIC
STEREOSCOPE BACK PANEL*

For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Players' excitement knows no limit---it's like a grand stand seat at the most thrilling of all races!

The dazzling 12 color MYSTIC STEREOSCOPE 3rd Dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position light up in stereoscopic 3rd dimension relief. Then they settle down as the Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horse one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!



54" x 26"

THESE FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3rd dimension relief. FLASHOGRAPH Movie Type Recorder. MYSTERY SLOT—picks entries and odds. ADJUSTABLE AWARDS—Automatic as well as mechanical control of odds. IN-A-DRAWER MECHANISM easily accessible. A.B.T. No. 400 SLOT; 8 COIN VISIBLE ESCALATOR; MOTOR DRIVEN PAYOUT, jam-proof, accurate.

**IMMEDIATE
DELIVERY**

\$169⁵⁰

Ticket Game, \$10.00 Extra
Electropak (A.C.) Equipped
D. C. Adaptor Extra

D. GOTTLIEB & CO.

2736-42 N. PAULINA STREET « » CHICAGO

NO SUMMER PROFIT SLUMP!

OPERATORS REPORT EVEN HIGHER
EARNINGS *with*

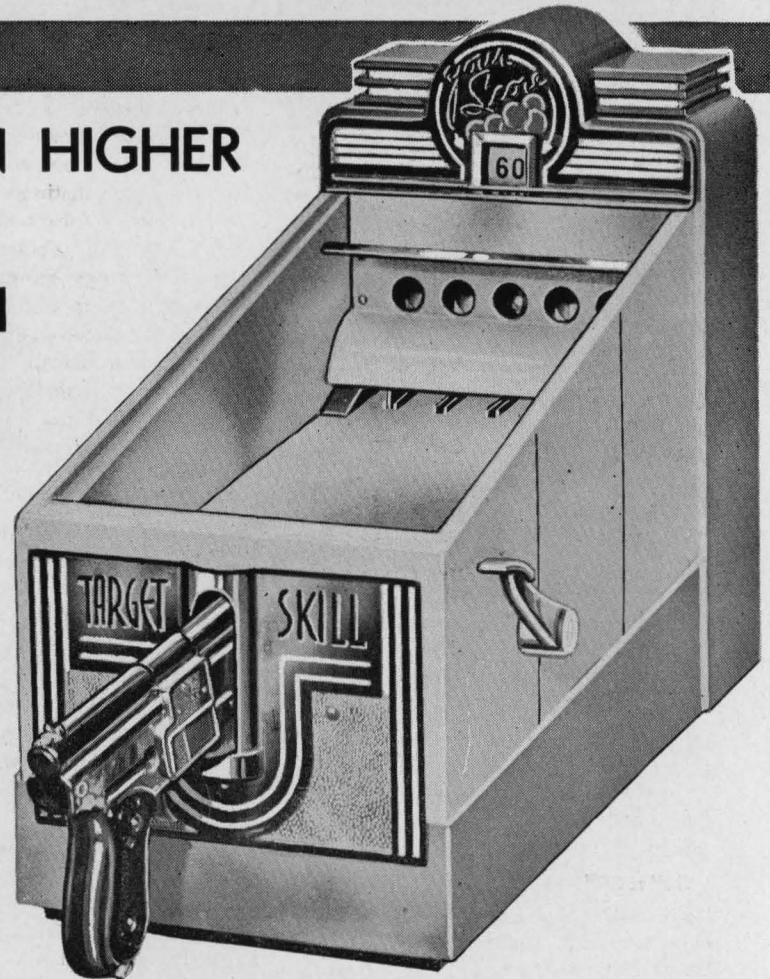
TARGET SKILL

AND NEW **SILENT** MODEL No. F.

Operators are turning to the A.B.T. new silent model TARGET SKILL to eliminate the usual summer profit slump. Unlike large games, the popularity and appeal of this counter-size shooting range actually increases during the summer months. The 5 moving targets each rising twice to position provide a powerful skill challenge that players can't resist. A route of A.B.T. TARGET SKILLS, in addition to your regular operating activities will insure you against a let down in earnings this summer.

5 MOVING TARGETS
ALL MECHANICAL
NO ELECTRICITY !

- | | |
|--------------------------------------|-----------------------------------|
| 1 SILENT CLOCK MOTOR | 4 ARMY TYPE PISTOL |
| 2 AUTOMATIC VISIBLE SCORING REGISTER | 5 MODERN RED AND YELLOW CABINET |
| 3 10 SHOTS FOR 1 COIN | 6 NO BATTERIES, ACTION MECHANICAL |



PRICE ONLY

1c or 5c Play Optional
Small Extra Charge for
Veeder Counter—Vendor
Model at Slight Addi-
tional Cost.

\$39.50

A · B · T *Manufacturing Co.*

3311 CARROLL AVENUE CHICAGO, ILL.

The Operator's Interest in Locations and Machines

By John S. Kaminski

EVERY man and woman connected with the vending machine business has, within the past few years, achieved a greater success coupled with a feeling of self-satisfaction which was never evidenced before. The vending machine business in general has been looking up so much that more and better machines are now to be found on the market. Then to realize that we all had a share in this undertaking should make us all feel rather proud indeed.

I can well recall the days when ops were frantic, not knowing which way to turn. And in those years gone by, through various articles I had written for coin machine magazines, I made the prophecy that we were going to be rewarded in the coming years if we would only have confidence and hold tight to that which was good. It has made me very happy to see everything come true, just as I had pictured it some-time ago. Ops everywhere are very optimistic. They seem glad to do their work and show every bit of their enthusiasm toward the coin machine field. Profits continue to roll in, and we all are wearing smiles instead of frowns.

There is more money in circulation now than ever before. People are spending, and all ops are getting their share of the business. Ops in the state of Ohio are forever on the lookout for new and better machines, especially the profit-making types. On a recent trip I made throughout Ohio state, visiting several medium sized towns, I found that enthusiasm ran high among vending machine men because every op was so busy with new machines, new ideas with better profits coming in, that I scarcely had time enough to talk with an op for more than fifteen minutes. He was busy. He was constantly on the go! In Youngstown, Ohio, a very prominent op told me of a case where an operator of pin-ball machines took his own life due to the fact that a court jury decided against his machines. This account was carried in several Ohio papers. Gee, we never knew that any op would lose

Here are some worthwhile thoughts on making money out of vending machines, pin games and penny arcades.

his life for the vending machine business. Had he carried this case to a higher court, he might have been more successful. However, in this instance the facts remain the same. The law or someone complained about the gambling instinct being used by the op just mentioned, and it led to the above sad incident. Many interesting things happen but due to the difficulty in gathering this news the limited time one has, much important and useful news is never printed. If each op would take a few minutes of his time, and send in the news happenings of his state—sending them to this magazine, it certainly would be fine for us ops, and would prove invaluable to the jobbers, manufacturers and distributors. I sincerely hope and trust that the many ops who read this will start to send in news to the Automatic World.

Within the past three months public opinion regarding our vending machines has been very favorable. The "bugaboo" about coin machines is dying out, and confidence in us and our product is now on the firm upgrade! But let us not forget that we all pulled hard, and this magazine has been a contributing factor towards our ultimate success and well-being.

Compared to other coin machine magazines, this writer remembers when the Automatic World was just a small thin paper, just struggling to make the start. It slowly and surely brought itself to the front by printing news that was news and advertising that attracted new buyers as well as old. For this, I commend this publication, because as an op I have gained much valuable and educational information from its pages. Therefore, it has always been my belief that every op, big or small, who wishes to remain wide awake to the doings in this business, ought to digest every issue of the Automatic World and save them, as I do, for future reference.

I would like to call attention to

the penny arcades. Many of these still are operating with run-down equipment. You ops who operate these arcades should pull out some money from the "old sock" and invest it in machines that will bring you new customers and better profits. People walk into your arcade, drop a penny or a nickel in a machine. It fails to operate. This irks one more than anything else in the world, it seems. I know it always did me, too, before I became an operator. They leave your place, probably never to return. Your faulty machines, most of them old second-hand ones, are to blame. But most of all, you are to blame because right in these pages new machines are screaming right at you! Penny arcades still bring in the bacon. I have seen so many of them operating throughout Ohio state that I have come to the conclusion that you can have a darn good steady income from this source. In busy downtown Cleveland, Ohio, we have Jeans Arcade, operating for years and years now.

Due to the various types of machines Jean handled, he was always having machines confiscated by police. But he always promised to replace those machines taken away, with such machines that would meet the requirements of the law. It is my belief, close to politics as I am in my city, that the coming mayoralty campaign will have injected into it the campaign bitterness that always is apparent when election comes around. But the issue will be mainly that of "Will the police continue to grab innocent small businessmen, ops included, who operate a few machines to make a living by, or go after the murderers, crooks and crooked big-time bankers?" That will be an issue worth looking forward to. It will enlighten many an op and put him in favor with the public. That condition has been existing here for sometime now.

And you can rest assured that I will be out in the field to further

(Continued on Page 20)

PACIFIC COAST

By ARTHUR L. DAHL

It looks as though the long-drawn out investigation of police graft in San Francisco, which has cost the taxpayers \$60,000, and required the continuous services of ex-G man Atherton for two years, is drawing to a close. The new Grand Jury, appointed after the previous Jury showed signs of whitewashing the suspected ones, did a good job, and turned in its report to Mayor Rossi, with the recommendation that a complete reorganization be made of the Police Commission, including the resignation or discharge of the present Commission of three members, and the enlargement thereof to five members, to be chosen from the best available business and professional men of the city.

During this long campaign, and the constant publicity in the newspapers, many reads were made against all forms of amusement, including pin and marble games, and legitimate operators as well as those who preyed on school children, came in for criticism by women's clubs and parent-teacher's associations, and this influence was felt in various other communities throughout the Pacific Coast. The situation was made more difficult by Attorney General Webb of California, who waged a campaign of prosecution against pin games throughout California, declaring they were illegal under the laws of the state. A number of cases were tried in the local courts, and as a result certain types of games were declared to be legal, and others were banned, and with the bringing together of operators in each community who wish to conduct their business in a legitimate manner, a number of strong associations have been formed in Los Angeles, San Francisco, Oakland, and elsewhere, which are working to come to some satisfactory understanding with local and state authorities so that they will know where they stand. The majority of operators are fine citizens, owning homes and bringing up children in their communities, and they are conducting their business in a legitimate manner.

The present situation has brought home to operators, however, the real-

ization that in "unity there is strength" and they are banding together in local associations, under able leadership, to protect their legitimate business, and provide a plan for operating in the future in co-operation with local authorities in accordance with law.

The San Francisco Music Operators Association, with a membership embracing over 25 per cent of the music operators of the city is functioning efficiently, and at the last meeting the members furnished the largest crowd since the organization started.

The Association has set September 11th as the date for a Dinner Dance to be given at the Palace Hotel, San Francisco, provided the hotel strike which has tied up 19 of the leading hotels of the city for almost three months, is over by that date, as seems likely. Members of the Oakland association, will be guests of the San Francisco association.

Stockton, California, operators have invited the officers of the San Francisco Music Operators association to visit them for the purpose of assisting in the organization of a local music association in that community.

Percy Oreck, doing business as Milton Vending Company, is now located in his new headquarters at 1017 Golden Avenue, and recently kept open house for the many friends and operators who called to wish him luck in his new location.

Berl Epstein, a prominent operator in San Francisco, has started a new route of Seeburgs in the Sacramento Valley, and will be assisted by Jack Ince, who will make his headquarters in Sacramento.

Irving Bromberg, of Los Angeles, and his wife spent several days in San Francisco, visiting with Joe Ziff, popular manager of the Irving Bromberg Company in San Francisco.

C. N. McClelland, branch manager of National Amusement Co., at San Francisco, has returned from a swing through the Pacific Northwest.

Einar Wilslev, of Viking Specialty Company, San Francisco, is becoming quite an amateur stamp collector as a result of the constant orders

he receives from all parts of the world for his key rings, coin wrappers and other specialties, which he features.

Rex Importing Company, San Francisco, has made a great hit with their new assortment of imported celluloid charms for vending machines. A large variety of attractive charms make their vending machines show up like a Christmas tree.

Stanley Harris who, less than three months ago, bought out H. J. Snyderman Company, has scored a "natural" in getting out the first punch board using as a Grand Prize a nationally-advertised electric razor.

Word has been received that the organized operators of Los Angeles plan to do away with the distributor or middle man, and buy all their equipment direct from the manufacturer. A central clearing house will be maintained through which orders for music machines, pin and marble games, etc., will be placed by the operators, and they will be given the benefit of quantity buying through the association. Whether this will spread to other communities, will depend largely upon the success of the new plan in Los Angeles, and whether or not operators will be able to get the service now furnished through established distributors.

When King George V was Prince George and lieutenant in the Marines, he was undergoing his military formation tests one day, supervised by an army man. The afterdeck of the battleship had been cleared for action, so there were no guardrails around the deck. As Prince George put his squad through several formations, his obvious unfamiliarity with things military caused the army man to splutter under his breath. Finally the Prince got his squad into a double line marching hell-bent for the stern, and either lost his tongue or didn't know the command to bring them about. The army man became purple in the face and, as the leaders of the squad came to within two feet of the stern, he stormed across to the Prince and yelled: "Good God, man, can't you at least say 'goodbye' to them?"—Harry Price in Review of Reviews.

Importance of the Coin Machine Industry » » »

By Herb Jones,
Adv. Mgr., Bally Mfg. Co.

First of all, gentlemen, I want to thank you on behalf of Bally for your invitation to come up here and speak at your meeting. It is an honor which all of us at Bally sincerely appreciate. And, it has been a real pleasure to me to visit with you and get acquainted with the members of this very fine and active operator group.

About 5 o'clock this morning, I woke up on the train and looked out over one of those majestic tracts of forest lands which makes the state of Wisconsin so beautiful and brings so many thousands of visitors within your borders each year. The thought came to me that, if only I were going to talk to a group of lumbermen, I would find a world of inspiration simply by lying in my berth and watching the scenic splendor of Wisconsin roll by. Then, I began to think of some of the figures I had gathered together and it struck me that in a certain sense I was on my way to Wausau to speak to a group of Wisconsin lumbermen.

Because, gentlemen, you are selling Wisconsin lumber and selling a tremendous quantity of it. Into each machine operated by members of your group there is built from 40 to 120 feet of high grade lumber—probably 75 feet in the average amusement game. Each year in the neighborhood of 100,000,000 feet of lumber—that's well over 5,000 carloads—is used in the manufacture of coin operated machines. Just how much of this lumber originates in Wisconsin is difficult to say, but anyone who knows that Chicago is the coin machine manufacturing center of the world could tell by merely glancing at a map that Wisconsin is the logical source of lumber used in building coin machines. A very safe and conservative estimate would be that 75 per cent of the lumber going into games originates in Wisconsin. In fact, I know of one company—I won't mention the name because I don't want to do any advertising on this trip—but this one company alone purchases \$250,000 worth of lumber annually direct from Wis-

consin mills—and every stick of it goes into coin operated games.

However, figures on volume are not as interesting or significant as the picture behind those figures. Amusement games not only create a market for lumber but a steady continuous market. In fact, it might even be said that lumber built into games is actually consumed. By that I mean it gets used up rapidly and has to be replaced. Now, that's a very important point because lumber is not actually consumed in the sense that food or clothing is. Lumber is a durable product and the long life of most wood products puts a limit on its sales volume. For example, a wood house endures a lifetime or more. The same is true of furniture. A family purchasing a set of dining-room furniture, is so to speak, in the market for a quantity of lumber. But after that dining-room set has been bought, that particular family will not be in the market for that particular wood product for a long, long time to come.

But in the case of amusement machines the public is constantly in the market for more lumber. Every time a man slips a nickel in the chute he is indirectly purchasing lumber—because he is paying in part for the lumber that went into the construction of that game. And, the interesting fact is this: Lumber becomes a perishable product when it is built into a game. Not because it actually wears out, but because being in the amusement field we must constantly give the public something new and different. That is the essence of amusement—something that will appeal to the public because it is new and different. Therefore, the 75 feet or so of lumber in yesterday's game must pass away and be replaced by 75 more feet of lumber in the game of today. Thus the amusement machine industry becomes the lumbermen's dream—he can still point with pride to the durability and long life of lumber—yet he can see his lumber being used up at a rapid rate—75 feet every time an operator junks an old machine and replaces it with a new one. In other words, gentlemen, whether you know it or not, you are among the best

salesmen the lumber industry has got.

And what I've said about lumber goes for other products too. For example, since we have been building the elaborate electrical games of today, I estimate that 150,000 miles—not feet but miles—of electric wire are used annually in the manufacture of games. More than 3,000,000 feet of plate glass is used annually by this industry. About three-quarters of a million dollars worth of motors are used each year in the coin machines of various kinds—and, incidentally one company, the name of which modesty again forbids me to mention, buys \$75,000 worth of motors annually from a Wisconsin motor manufacturer. Approximately one-half a million dollars worth of electric bulbs are used each year in light-up games.

And so on down the list—dozens of industrial products—used in tremendous quantities by an industry in which you, gentlemen, are the most important factor—because it is your efforts which finally succeeds in selling these millions of feet of lumber and these miles and miles of wire to the public.

Please understand that when I say you are selling wire and motors and lumber to the public, I am not attempting to glorify your business. The amusement machine business needs no alibi. In itself it is one of the most worthy callings a man can follow for it serves a fundamental need of the human race—the craving for amusement; the normal, healthful impulse to escape from time to time from the pressure of modern life; the desire to pause for a moment of relaxation and fun. But, important as your business is from the recreational or social viewpoint, I want to emphasize today how much more important it is from an economic viewpoint.

For example, I spoke of you men selling wire by the mile. Now, we all know that the average man doesn't need much wire; you can't sell wire by the mile to the average man. But, if our modern mass production industrial methods are to succeed, we have got to find new ways and means to sell such things

(Continued on Page 10)

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

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AUTOMATIC WORLD does not assume responsibility for views and opinions expressed in its columns other than those contained as editorial on this page or signed by members of its staff. In order to make this publication of the utmost value to its readers it is our policy to open its columns to its readers and to its advertisers for a fair and free discussion of any and all subjects which may affect the welfare of the coin machine industry. These discussions are given the widest latitude and may concern any of the various phases of coin machine operation, or they may relate to the manufacture, purpose, type of construction or method of operation of coin machines. But they are accepted and published, not as sanctioned or indorsed by AUTOMATIC WORLD, but as the statements or opinions of the writers.

FRAUD AND HOT CHECK ARTISTS ARE ABROAD

Hot check artists and fraudulent advertisers continue to fleece the public in spite of all the care which the newspapers and trade publications may exercise to protect their readers. A recent case was of a fellow giving an address at 196 Remser street, Brooklyn, N. Y. This warning comes from the Markeep Co., in Cleveland.

Another case, reported by Automatic Sales Co., Nashville, Tennessee, is of a \$50 deposit sent to a person giving the address of 254 Drexel Bldg., Philadelphia, to which no response has been made. The check was cashed in Atlanta, Ga., although mailed to the Philadelphia address.

In other instances, money is sent in reply to an advertisement and is never heard from. All publications try to protect their readers from these frauds, but occasionally get caught. It is always safest to learn whether an advertiser is responsible before sending money. Otherwise, have the goods sent C. O. D.

Strange as it may seem, word comes that slot machines are getting a break in some localities where marble tables have been banned. Slots were about the first machines to be built, and have been operated everywhere and still appear to have a good future.

NEW AMUSEMENT MACHINES APPEARING

It should be welcome news to operators that the manufacturers are bringing out novelty amusement games most of which have strong player appeal. Within the past few months, five or more manufacturers have produced this type of machine, varying in the kind of play, and strong claims are made as to their money making quality.

One manufacturer claims that a machine on hotel location is making \$175 a week and others are as enthusiastic in their claims. Nothing authentic has been reported to AUTOMATIC WORLD by operators themselves and one could hardly expect a report from this source now.

The chief point is that attractive looking machines are being built, and it is up to individual operators in closed areas to keep their eyes open. If they find suitable locations, they may experiment in a limited way until they have definitely determined that there is a field for purely amusement games.

An increase in locations for music and merchandising machines is noted in almost every section of the country. With such an enormous increase in all business lines in every section over that of a year ago, we may confidently look for a corresponding improvement in merchandising and music machine operation.

As partially closed territories begin to open up, the need for local and state operators' clubs or associations is going to be greater than ever. Always there is the temptation to secure all the locations possible and this makes restraint of some kind necessary. The best restraint which has ever been devised yet is that which comes where men meet around the luncheon table or in their club room, get better acquainted and learn to esteem and respect each other. Chiseling and overbidding on locations stop when personal contact and friendship come in.

It is not that AUTOMATIC WORLD assumes to be qualified to advise operators or manufacturers what they should make or what they should or could operate that we offer occasional suggestions. But the editor of a publication is on the side lines. He hears from the various interests in his industry with one ear while the other is listening to public opinion. If the editor is really alive, he is studying the public which provides the players while he is observing the operators who provide the machines. And then if he is truly serving his readers, he tells them what he sees and hears in order that they may better judge what course they may pursue with profit and safety.

If your state or city has not been represented in these columns, stop now and write us a bunch of news items.

Operators Facing a Better Day

Extra sessions of the various state legislatures have adjourned and the country-saving members have returned home to tell their constituents all the good things they did for them. City councils which were elected last April have had their fling at having shown their public that there was really a change down at the city hall.

And now within a very brief period, if politics takes its normal course, operators may expect better times. You must remember that the politician, whether city or state, feels that he should show his public some results for the salary he has collected and one of his best publicity stunts is to get himself quoted in the newspapers as an enemy to gambling. The little marble table sits out in the open and is his best target. It has also been his easiest means of getting publicity.

But the state legislator has had his day in the papers and the new city councilman has almost over-worked his city hall newspaper reporter. Even the newspapers themselves finally grow weary of parading marble boards as gambling devices when everybody in town knows that real gambling is being conducted without molestation.

All these conditions lend encouragement to the operator, and judging by the past he is headed for better times—provided. That proviso is that he acts sensibly and constructively. A few don'ts may be worth bearing in mind.

Don't flout public sentiment by filling all available locations with machines.

Don't start with payoff machines. At least, be sure of your location before you do. Better operate a few machines at no profit for a while, than arouse public opinion again.

Don't go near a school or recreation place where children only congregate.

Don't let your location owner allow minors to play machines. Let this rule be strictly enforced.

Be sensible, be conservative, be considerate of your fellow operator, and we believe that there are better days ahead.

STEIN REAPPOINTED MANAGER

The executive committee of the Cigarette Merchandisers Association of New Jersey at its regular meeting held on Wednesday June 31, 1937, at the Hotel Robert Treat, Newark, re-appointed LeRoy Stein as manager, Miss Sylvia Mack as secretary to the manager, and Sol Kesselman as counsel of the Association for the next ensuing period.

Milton H. Lewis was elected secretary of the board of directors, who, together with Harry P. Catel, vice-president, will approve all bills.

The next regular meeting of the Association was held on Tuesday, July 20, 1937, at 8 p.m. in the Military Park Building, Newark.

A bewildered lumberjack stumbled bashfully into a ladies' specialty shop.

"I want to get a corset for my wife," he explained.

"What bust?" asked the clerk.

"Nothin'," replied the flustered logger. "It just wore out."

THE USE OF CHARMS

By DAVID BOND of Trimount Coin Machine Co.

The use of charms has proved a decided stimulant in the sale of products through vending machines. This idea is not new, of course, but it has been revived through the use of Japanese charms consisting of elephants and various animal figures.

It is important that only such items be used as will in no way affect the candy or nuts which are vended. The use of lead toys and other items which are made of materials which will corrode, is strongly disapproved, as it is in conflict with the health laws in practically every state, and is a very serious detriment. Use only items which are not affected by the candy or nuts, such as glass, imitation pearl, celluloid, etc.

In many parts of the country, and particularly on the West Coast, operators have not been content with the use of these charms alone, but have actually placed money in with the merchandise as a sales stimulant. This is a suicidal practice, and

if carried out generally, will mean a gambling device. It should be evident to every operator that in setting up a unit of vending machines, he is defeating his own desire to create an operation which will provide him a steady, dependable weekly income, and which will be free from legal interference. The use of money in machines arouses the antagonism of police officials and places vending machines in the same classification as slots and similar machines. In many territories, there has been confiscation of vending machines where money has been used as prizes, and in some territories, entire districts have been closed on this account.

As manufacturers of Snacks, we strongly object to the use of coins in any of our machines, and we urge all operators to consider this very carefully and co-operate with us in this request. If an operator wants to run coins in his machines, then the best thing for him to do is run straight money machines, for there is just as much risk involved. If you are handling vending machines, use them as vending machines, and don't jeopardize your entire operation by indulging in such risky and unhealthy practices.



FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS
LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

THE IMPORTANCE OF THE COIN MACHINE INDUSTRY

(Continued from Page 7)

as wire and lumber and motors and glass to the millions of people of moderate income. In other words, what modern American industry needs is more salesmen like you operators—business men who take products which the public as a whole can't use and sell those products in a form which the public will pay money to secure.

There's a great deal of talk now-a-days about the failure of mass distribution to keep up with the terrific pace set by mass production. Every expert has his own theory about this problem, but boiled down to plain language it simply amounts to this: If modern scientific manufacturing methods produce goods faster than the public can consume them, we naturally get a surplus—which, in turn, results in periodic eras of unemployment. That being the problem, the answer is to find new ways to consume the products of mass production. If people can't or won't buy wood fast enough in the form of houses and furniture, sell them wood in the form of games—on the easiest payment plan in the world—a nickel in the chute whenever you feel like having a little fun. If people can't buy copper wire fast enough in the form of door bell wiring or telephone service, sell them 150,000 miles of wire a year by selling them 5c packages of magical, mystifying light-up effects in the modern amusement game. In other words, if the so-called serious things of life do not provide a market big enough to consume the vast flood of products pouring out from our modern mills and factories—and sometimes it appears that this is the unfortunate case—then give the people an opportunity to buy some of these products just for fun. And that, gentlemen, is exactly what you are doing when you operate your machines—you are selling millions of dollars worth of products which could not otherwise be sold—you are giving employment to thousands and thousands of workmen who would not otherwise be employed.

What I've tried to do in this brief talk is to give you a picture of your importance to industry as a whole—to the lumber industry, to the steel industry, the glass industry, and hundred-and-one industries for which

you are acting as very efficient salesmen. And, before I sit down, I want to suggest the possibility of using your position as super-salesmen of industry to win favorable publicity. It can be done. If you make up your minds to do it, you can bring the public to see that you are an important cog in the American industrial machine. You can make the public realize the tremendous beneficial effect your business has on industrial employment. And once you get public opinion strongly on your side, you have won more than half of your battle.

The details of such a public program are too varied to go into this afternoon. But, I will say this: You've got a real human interest story to tell the people of your state—and it could be told without spending any excessive amount of money. More important than money is the initiative to go ahead—aggressive, intelligent leadership and the ability to co-operate with such leadership. And, from my contacts with you today, I know that the Wisconsin Association of Coin Machine Operators has both—capable, conscientious leaders and a united, active organization.

WORLD SERIES CONTINUES POPULAR

The production rate of the World Series of 1937 baseball game made by the Rock-Ola Manufacturing Corporation during the first half of June was up almost 100 per cent over the rate of production in May and almost 200 per cent over the rate for April, according to an announcement by David C. Rockola, president of the corporation.

The seasonal interest in baseball plus the sensational performances of some of the teams and individual stars are reflected directly in the demand for these games, Mr. Rockola pointed out.

"Undoubtedly the fine reception given the machine when it was introduced by "Dizzy" Dean at the coin machine convention in Chicago can explain a good part of the popularity of this unit," he said.

"Coupled with that promotion campaign, the knowledge of customers that the World Series game is almost human in its operation, enabling the skillful player to replay important real games, has made this machine one of the leading numbers on the market today. With the coming of the real World Series around October 1, interest in the machine should reach a new high."

The game consists of the pitcher, who delivers a great variety of balls, and eight mobile men in the field. The person operating the machine controls the bat. A feature of the game is the robot umpire. When a ball is hurled the umpire signifies whether it is good or bad. A series of gears and weights record the play with absolute accuracy.

Famous Little Nut Line Type 1

Samples \$2.50 postage paid,
10 or more, \$2.00
Patent Number 2,017,817



LITTLE NUT VENDOR CO.
LANSING, MICH.

ADVANCE VENDING MACHINES

More Than 100 Models
Send for 1937 Catalogue

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

BRASS-ALUMINUM		GOOD FOR		GOOD FOR		GOOD FOR	
CIGAR		TRADE		TRADE		TRADE	
STORE		MACHINES		MACHINES		MACHINES	
OR STEEL		OR STEEL		OR STEEL		OR STEEL	
100	\$3.50	300	\$7.50	500	\$10.00		
200	5.50	400	9.00	1000	18.00		

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 N. Michigan Avenue, Chicago

YOUR NAME and ADDRESS IS ON ONE SIDE

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

RA

OPERATOR NEWS

EXTRA

VOLUME 1, NUMBER 1

AUGUST 1937

WURLITZER BOMBARDS TAVERNS

\$70,000 ADVERTISING BARRAGE HELPS WURLITZER OPERATORS GET NEW PHONOGRAPH LOCATIONS ALL OVER AMERICA

From coast to coast, tavern owners are being awakened to the big opportunity to live up to their locations and step up profits through the installation of a Wurlitzer Automatic Phonograph. By means of a nation-wide campaign in

ENGAGED IN NATION-WIDE CAMPAIGN IN TAVERN PAPERS. ALSO DIRECT MAIL ADVERTISING THAT REACHES 350,000 LOCATIONS REGULARLY

tavern papers and through direct mail reaching 350,000 locations regularly, the Wurlitzer Company, of North Tonawanda, New York, is backing up its operators in a tremendous and already effective drive to get new locations.



All over America...

TAP & TAVERN
Journal of the Liquor Industry
PHILADELPHIA, JUNE 21, 1937

Moderation,
High Ethics,
Law
Obedience

This
issue
over
700

ROCKY MOUNTAIN
BEVERAGE ANALYST

CHICAGO NEWS
League of Michigan

THE Yankee
Package Store
and Dining Room

THE Yankee
Package Store
and Dining Room

THE MISSOURI TAVERN
WEEKLY NEWS

BEVERAGE RETAILER WEEKLY
LARGEST GUARANTEED NET-PAID CIRCULATION

BEVERAGE IN THE DOOR STORE DISPENSER
MAGAZINE OF BEER, WINE & SPIRITS RETAILING

The Union Server
A Weekly Newspaper
Devoted to the interests of the Hotel, Restaurant, Tavern and Club Employees of ILLINOIS • MICHIGAN • WISCONSIN • INDIANA
CHICAGO, ILLINOIS May 20, 1937

THE CATERING INDUSTRY EMPLOYEE
Official Journal of the
Hotel Restaurant Employees International Union
and
Bartenders International League of America

CONTRACT IS SUBMITTED BY SALESMEN
Step Taken at Big Open Meeting of the Industry

INDIANA LIQUOR DEALER
WINDY CITY'S ONLY LIQUOR JOURNAL

BAR & GRILL Journal
Bars, Restaurants, Taverns, Inns

EVERY MONTH THESE PUBLICATIONS
CARRY THE STORY OF WURLITZER
PHONOGRAPHS IN TERMS OF
INCREASED TAVERN PROFITS TO
250,000 LOCATION OWNERS.



...WURLITZER HELPS ITS OPERATORS *Get and Hold* *the* BEST LOCATIONS...

....by offering the finest automatic phonographs
in the history of the industry
....by carrying the Wurlitzer story direct to location
owners, for the benefit of Wurlitzer Operators

From coast to coast owners of restaurants, taverns, bars and grills are reading about Wurlitzer Automatic Phonographs—learning how Wurlitzer's instruments draw bigger crowds—hold them longer—increase bar and food business wherever installed.

Seventeen tavern papers, in all parts of the country are carrying the story of Wurlitzer Phonographs to some 250,000 locations every month. Three times a year Wurlitzer mails a big four color broadside to 350,000 locations. This powerful direct mail campaign drives home the many advantages to the location of having a Wurlitzer operator install a Wurlitzer Automatic Phonograph.

As a result of this advertising, Wurlitzer operators are finding the logical locations for automatic music ready and waiting for them to call—anxious and eager to install one of

these proven business builders—actually wanting a Wurlitzer Phonograph in preference to any other instrument.

What's more, hundreds of locations, influenced by this unique Wurlitzer campaign, are replacing instruments that can't measure up to Wurlitzer performance.

Get the full force of this extensive and consistent program back of you. Get your share of the greater profits that Wurlitzer operators all over America are enjoying. Get Wurlitzer Phonographs, Wurlitzer cooperation, Wurlitzer tavern paper advertising, Wurlitzer direct mail, working for you and watch your income grow. Write or wire for particulars today. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

Cash in on the Most Complete Cooperation ever offered
the Music Operator

Operate
WURLITZER Automatic PHONOGRAPHS



Cash in with Wurlitzer Phonographs

MELODY KING IS "TOPS"

"To paraphrase a verse from a song recently popular, 'I've Got Music!' who could ask for anything more?" writes a music operator to H. E. Roberts, salesmanager for J. P. Seeburg Corporation.

The letter continues, "To go still farther, I've got Melody King 'K' and I don't need anything more! Model 'K' has proved itself equal to every situation I've come across in my operating career, and that's why I say I don't ask for anything other than music to make operating pay. Model 'K' has given me the choicest locations in my territory, and it has made big locations out of little ones. My route is now almost exclusively composed of Model 'K' and other Seeburg instruments and, believe me, Ripley never led a more enjoyable life. Service calls are too few to mention and profits? Don't ask!

"And, here's something you might find interesting. I happen to be a member of one of the more progressive church congregations in my community, and because the leaders in the congregation believe that the church should offer more than 'hell fire and damnation' sermons for the young folks, they have provided classes in art, drama, advertising, domestic science and so on. Imagine my surprise when I was asked to conduct a music appreciation class! Fortunately, I am musically inclined, with a knowledge of the classics and now, one hour each week, a Seeburg model 'K,' Melody King, is the center of attraction for a group of young folks and grown ups, too. It has created a lot of good will for automatic phonographs, and my business hasn't suffered any on that account. And, speaking of music appreciation, reproduction found in model 'K' is something to be really appreciated."

Said Mr. Roberts, "I quote this letter not only to show one of the many ways in which music operators can create good will for themselves and raise the status of music operating in their communities, but to illustrate just one of the many instances in which model 'K' has made music operating highly profitable!"

A Chinese saying: "It is better to be a crystal and be broken, than remain perfect like a tile upon the housetop."

Great minds discuss ideas, average minds discuss events, but small minds discuss people.

DAVAL SETTING FAST PACE

Chicago — Daval Manufacturing Company, this city, are setting one of the fastest paces of any manufacturer in the past few years.

Working hard, as they have been the past month, on two hit games, Boo-Hoo and Hit 'n' Run, with extra shift production, the firm now finds that they have another big hit game in their Bumper Bowling.

Three games going through at one time in any factory, they claim, means a very fast pace and with African Golf, a console type coin automatic payout game, as yet unpublished to a great extent except by enthusiastic distributors, the factory feels that they will need larger quarters to accommodate the production schedule that they have outlined. Their new salesmanager is also responsible for much of the activity for he has started men on the road who are working in co-operation with their distributors to bring about a closer relationship between the factory and the operators throughout the country.

More men will be put to work on the road until the country is completely covered by traveling representatives who will bring the games right to the ops and will explain them much more clearly than any busy distributor can do.

The firm believes their Bumper Bowling game will be responsible for a new era. A. S. Douglass, president of Daval, and Ben L. Kulick, salesmanager, already report tremendous earnings on Bumper Bowling in cities and towns they have visited where games have been shipped to operators.

The pace being set by the Daval factory at this time with several counter games also planned in advance is said to be the fastest of any factory during any summer season.



Roy F. Werts, factory manager of Werts Novelty Co., Muncie, Ind.

PALASTRANT MAKES PURCHASE

Ben D. Palastrant announces that he has purchased the interest of M. J. Lockwood in the Supreme Amusement Company of New England, Inc., 1252-54-56 Washington street, Boston, Mass., and will assume the duties of treasurer in addition to those of president and general manager. Miss Ida Shapiro is secretary of the firm.

Mr. Lockwood has gone into business as an operator of Wurlitzer automatic phonographs at 989 Park avenue, Cranston, R. I.

Coincident with this reorganization, Mr. Palastrant announced that his firm had taken over larger office and storage quarters, giving 25,000 square feet of additional floor space to his former facilities.

In commenting on these changes, Mr. Palastrant said, "From all indications, the New England states are well out of the depression. All things point to steady employment and gradually increasing payrolls. The next twelve months should bring the biggest business that our firm has ever enjoyed. The demand for Wurlitzer automatic phonographs continues without a let-up, which is the New England operators way of showing their enthusiasm for the finest automatic phonographs ever manufactured, the Wurlitzer."

A touchy fellow is always nursing sore spots.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned No. 1 Spanish
PEANUTS—1937 CROP

Blanched Virginia Peanuts
and Cashew Nuts

Fancy Grade for Vending Machines

Write for Prices

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

IOWA ASSOCIATION SECURES WRIT FOR PIN-BALL OPERATORS

The members of the Automatic Merchandisers Association of Iowa were granted a temporary injunction against confiscation of their pin-ball and other amusement machines July 3. The attorney-general's office had ruled that all games with coin slots on them came under a new law passed by the last Legislature.

District Judge O. S. Franklin granted the injunction which applies only to members of the petitioning association, and it will not prohibit seizure of other machines. Neither does it prevent confiscation of the Association's machines in case where officers obtain evidence that the devices are being used for gambling.

According to Robert W. Merriam, secretary of the Association, the temporary injunction covers 67 counties in the state where members are located.

The injunction suit was filed by the merchandisers association and A. C. Sweetman, vice-president, through Milton W. Strickler, attorney.

The date of hearing on a permanent injunction has been set for July 20 in district court.

Immediately after the temporary injunction was granted, Mr. Burrington of the Attorney-General's office announced that starting Sunday morning, July 4, the Attorney-General's office was issuing orders that

all pin-ball machines not protected by the injunction were to be confiscated.

"This injunction does not protect any one having slot machines, pin-ball machines or marble games which are used for gambling or which have payoff systems attached to them," Burrington said.

He also said that only the members of the Association as of this date are protected under the injunction, and they must have a copy of the injunction ready to present to officers in case seizure of their machines is attempted.

In resisting the Attorney-General's ruling, attorneys for the Association contended he exceeded his power in classifying the pin-ball machines with slot machines.

At a meeting of the Association Sunday, June 27, the members agreed upon a plan to raise money to finance the suit and every member is paying \$2 per table that he operates, the Association giving him a card which is placed on the machine showing that it comes under the injunction.

Election of officers took place at the regular meeting in May and the following are now handling the affairs of the organization:

Jack Levinsky, Des Moines, president; A. C. Sweetman, Waterloo, first vice-president; H. Z. Smith, Mason City, second vice-president; Don K. Cole, Lohrville, third vice-president; Robert W. Merriam, Des Moines, secretary; W. I. Collings, Des Moines, treasurer; directors, C. G. Scholle, Davenport; Roy Westerland, Red Oak; Avery Mason, Denison; Max Langer, Dubuque; Ted Welch, Centerville; Pearl DeHart, Ames; C. P. Harrison, Fort Madison; H. A. Harden, Sioux City.

Mr. Merriam, secretary, reports his office has been swamped since the decision to bring suit.

"What's the idea of all the crowd at church?"

"There's a traveling salesman down there confessing his sins."

"SUPER-CHARGED" FIELD NEW BALLY IDEA

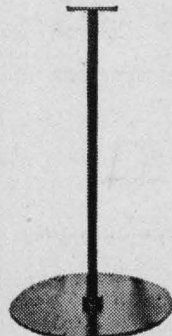
A game which became a nationwide success before it was even officially on the market! That is how Jim Buckley, general sales manager of Bally Manufacturing Company, describes the unusual introduction of Bally's new "Mercury" novelty game.

"Due to the revolutionary nature of the machine," Jim stated, "we decided to give it a nation-wide try-out before springing our general announcement. Accordingly samples were shipped to all distributors for location tests. They, however, considered Mercury too good to keep under cover, and we were immediately bombarded with orders. In fact, we became so drastically over-sold that it was only recently, after increasing our factory facilities, that we dared to do any advertising of the Mercury game. Nearly 2,000 Mercury games were on location, before we advertised the machine.

"The outstanding feature of Mercury is the new super-charged play-field, developed by Bally engineers. Everybody in this field knows that pure gum rubber, being the 'bounciest' material known to science, has tempted the talents of game engineers for years. But the well-known insulating power of rubber has defied all attempts to use it in bumper-type construction. The problem has been solved by the invention of the super-charged play field. The rubber-tire bumpers used on Mercury are twice as 'bouncy' as spiral bumpers, yet each and every bump is immediately transmitted electrically to the totalizer. Thus Bally engineers have again created a revolutionary innovation by which operators will enjoy a new and a greater bumper boom.

"Besides adding action to the play, the super-charged play field lands new beauty to game design. A specially prepared plate of silver-bright chrome-steel, the super-charged field is ultra-modern in appearance, provides a perfect rolling surface for the ball, and instantly labels Mercury as something new and different.

"Public reaction to Mercury shows the same enthusiastic approval that was given to Bumper and we are confident that Mercury is due to repeat Bumper's phenomenally successful run."



IRON STANDS
FOR PEANUT
AND BALL GUM
MACHINES
PRICE
\$1.45 Each
F.O.B. Fort Worth
Shipping Weight
20 Lbs. Each
F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices

Terms--One-third Cash--Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE--SOLID OR WITH HOLES



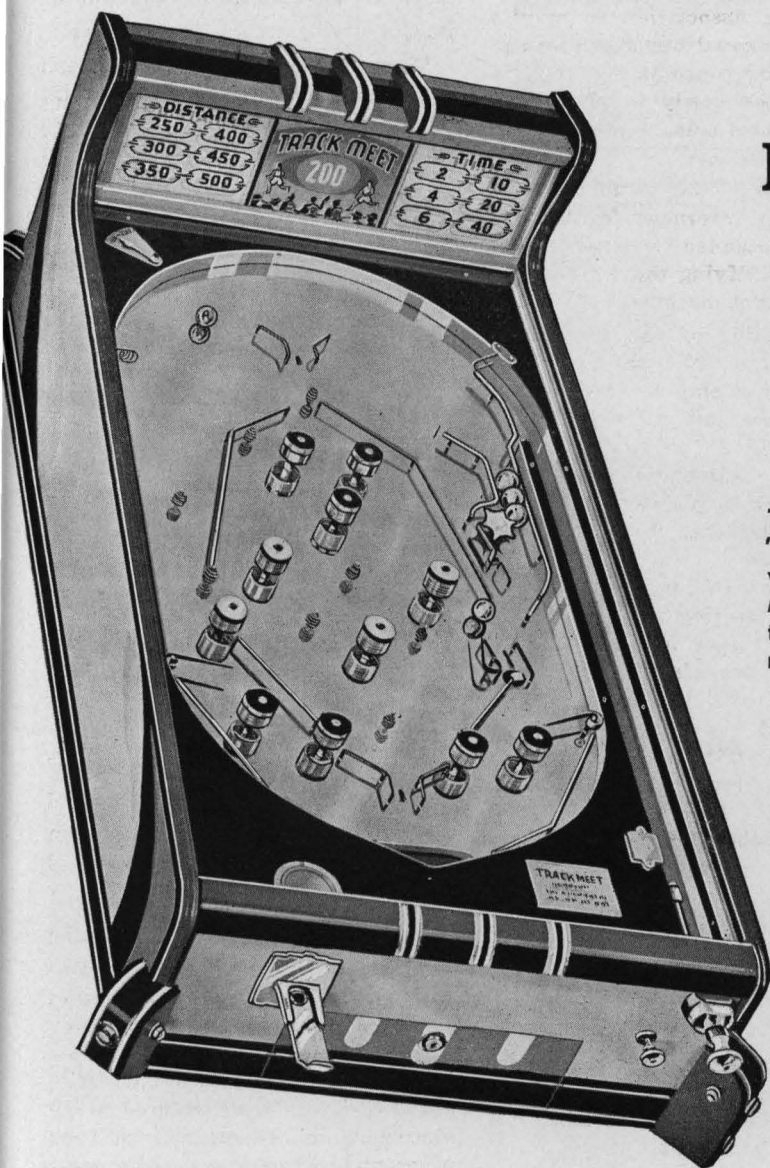
By Popular Demand . . .

"Track Meet"

Exhibit's Five Ball Novelty Table

with

10 NEW-DIFFERENT
MONEY MAKING
FEATURES



The Public Demanded It — That's why "TRACK MEET" is sweeping the country like wildfire. Everyone wants to Play "TRACK MEET." It's the greatest amusement skill-thrill of the age. Consider these sparkling money-making features:

- NEW** Mirro-Metal—Playing Field.
- NEW** Double Reflecting Action.
- NEW** Action "Light Up" Panel.
- NEW** "Third Dimension" Thrillers.
- NEW** "Light Up" Bumper Springs.
- NEW** "Feather Touch" Bumper Springs.
- NEW** Bumper Skill Play.
- NEW** Automatic Kicker Action.
- NEW** Mystifying Last Ball Suspense.
- NEW** Player Appeal Thru-Out.

79⁵⁰
AND
WORTH
MORE

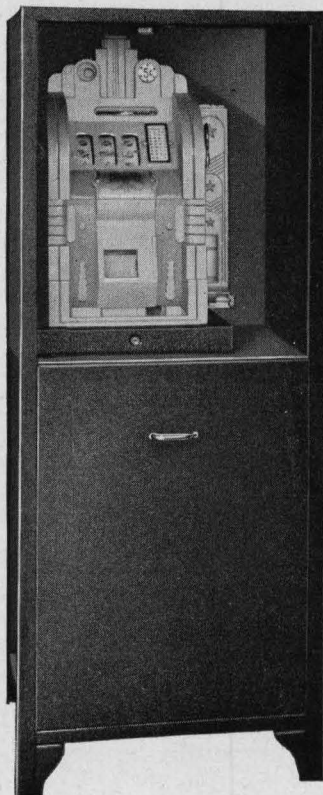
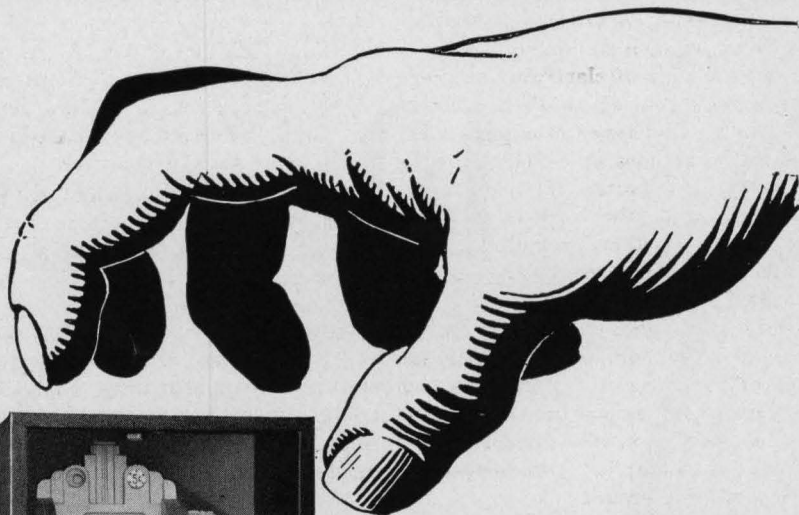
Summer crowds are waiting for it. Don't hesitate. Don't wait for further particulars. ORDER NOW and you'll be banking big money for months to come. : : : : :

OPERATORS DEMAND IT FROM YOUR JOBBER—JOBBER DEMAND IT FROM YOUR DISTRIBUTORS—DISTRIBUTORS WRITE US

4222 W. Lake St. **Exhibit Supply Co.** CHICAGO, ILL.



SAM COHEN GETS DE LUXE TRAILER. SHOWN ABOVE IN THE INSERT ARE Mr. and Mrs. Sam Cohen, owners of Atlanta Coin Machine Exchange, Atlanta, Ga., with their new de luxe trailer. Mr. Cohen has been exclusive Rock-Ola music distributor for Georgia since the first Rock-Ola phonograph was introduced at the Coin Machine Show in January 1935. The trailer was brought to Chicago and left at the big Rock-Ola factory for several days where the different models of Rock-Ola phonographs were installed in the spacious interior.



Weight 145 Lbs. Net
Single Type—2 styles
Front Door Only
Front and Back Door
Double-type safe also in
two styles

KEEP YOUR MACHINES BEYOND THE REACH OF *Hijackers!*

The aggressive activity of Hijackers, in every state, where machines are available for play, is piling up enormous losses for Operators.

Why take a chance in any "SPOT," when our ALL-STEEL Machine Safes—that fit all machines—adequately protect your equipment, and in addition, provide an attractive and convenient means of displaying your machines?

Every conceivable mechanical and structural safeguard has been incorporated into these sturdy safes. The price is the lowest consistent with safety.

DELAY MAY MEAN A DECIDED LOSS TO YOU

Ask your Jobber to show you this equipment TODAY. If he can't supply you write us direct—we have a large stock for quick shipment.

Descriptive Literature and Prices on Request
Consider the Weight When Buying a Safe

CHICAGO METAL MFG. CO.

3720 S. Rockwell St.

Phone: Lafayette 5754

Chicago, Ill.

NEW RECORD SHOP IN HOUSTON

Announcement has been made by Mr. O. L. Bickley, owner and operator of the Bickley Distributing Co., 3322 Harrisburg Blvd., Houston, Texas, that he is adding a line of phonograph records to his present line of phonograph service to operators.

This addition of phonograph records will make a complete service to operators. Mr. Bickley has given the operators in the Houston district for the past four years prompt and efficient service in every department of phonograph operation.

A cordial invitation is extended to all operators by Mr. Bickley to make his place their headquarters when in Houston.

WHIRLING BUMPER SCORES SUCCESS

First reports from "Classic" games on location show tremendous public interest in the new "Whirling Bumper" feature, according to Jim Buckley, general sales manager of Bally Manufacturing Co.

"The new 'Whirling Bumper' idea," Jim declared, "has created more excitement than any action feature in recent years. Operators report constant crowds around their 'Classic' games enjoying the crazy antics of the ball as it contacts the revolving bumper. Located near the bottom of the board, the 'Whirling Bumper' spins like a top during the entire game and, when hit, sends the ball snaking all over the field. If you can imagine an electric kicker capable of swiveling around to catch the ball from any angle, you'll get some idea of the startling action created by this newest Bally invention."

"Classic" is described as a one-ball, odds-changing payout or ticket game, featuring "Rubber-Tire" Bumpers and "Super-Charged" Playfield. The former consists of resilient rings of gum rubber mounted on metal posts; the latter is an especially treated chrome-steel plate. The combination is said to result in some of the most exciting, suspense-creating action ever built into a marble game.

NATIONAL CIGARETTE MERCHANTISERS ASSOCIATION TO COMPLETE ITS ORGANIZATION

Important drama in cigarette merchandising machine industry will be enacted when the curtain rises in the Ritz-Carlton hotel in Atlantic City on Saturday, July 24, for the opening of the first meeting of the temporary officers and board of directors of the National Merchandisers Association where the assembly delegates will be afforded a golden opportunity to act out their destiny in important roles that will shape the future policies of hundreds of automatic cigarette merchandising machine operators of the country.

Final modification and approval of the proposed constitution and by-laws for the organization will be consummated. Reports emanating from various sections of the country indicate that a truly representative group of the industry will assemble for this third week-end convention.

Through the unselfish co-operation of every delegate, the convention will mark the milestone of a dead past and the beginning of a new era for the industry. The following are the temporary officers and directors of the Association:

Martin M. Berger, New York, temporary chairman; Charles W. Stange, New Jersey, temporary secretary and treasurer; directors: George B. Currier, representing C. M. A., New York City; Edward J. Dingley, representing C. M. A., Pennsylvania; John H. Gage, representing C. M. A., Syracuse, N. Y.; Anthony Masone, representing C. M. A., Connecticut; John Sharenow, representing C. M. A., New Jersey; Alfred Sharenow, representing C. M. A., Massachusetts.

The purposes of the Association can best be summed up by quoting from the objects as stated in the constitution:

1. "To provide opportunity for

discussion, the study of and conference on, and to formulate, promote and interpret the objectives of Cigarette Merchandisers Association, sound policies for the management of such associations, efficient methods, procedures and techniques for maintaining such associations;

2. To establish and maintain standards of conduct for its members;

3. To conduct and co-operate in the conduct of courses of study for the benefit of the members of the industry;

4. To prevent, whenever possible, the enactment of prohibitive taxes and to enlighten lawmakers nationally and through the delegates locally with a view of clarifying to them the burden bearing ability of different classes and types of merchandise vending machines and to establish a correct classification of merchandising machines, the varied purposes for which they are designed, their methods of operation and their profit earning possibilities;

5. To advance the economic interests of vendors in the automatic cigarette merchandising industry; to procure as far as possible uniformity and certainty in the customs and usages of trade; to settle equitably and justly differences among the local associations; to promote a more enlarged and friendly intercourse among automatic cigarette vendors; to hold meetings and social gatherings for the better realization of these purposes; to create a code of fair competition in the operation of automatic cigarette merchandising machines; and to promote the general welfare, security and business relationship of the members of the automatic cigarette merchandising industry;

6. To affiliate with any city, state or other national association on such terms and for such purposes as are consistent with the objects of this Association.

The membership is open to all operators in trading areas where no association exists and to associations, but not to individual operators where a local association functions. Committees to be appointed at this convention include committee on admissions, on legislation and taxation, on trade relations, and on arbitration.

Michael Levy, counsel for the C. M. A. of New York City, Sol L. Kesselman, counsel for the C. M. A. of New Jersey, Charles R. Miller, manager of the C. M. A. of New York City, and LeRoy B. Stein, manager of the C. M. A. of New Jersey, have been invited to attend the convention as official observers.

An interesting program has been arranged which will include a meeting at 2 p.m. on Saturday, a ladies' night at a night club to be chosen by the entertainment committee on Saturday evening, a bathing party on Sunday morning, a concluding meeting for the delegates on Sunday afternoon and a sight-seeing tour for the wives of the delegates which will be concluded by a farewell supper at the Ritz-Carlton hotel. Plans for the first national convention of the cigarette merchandising industry will be proposed at this convention. Already suggestions have been pouring in from various parts of the country suggesting either Atlantic City, New York City or in Chicago in connection with the coin operated machine convention in January.

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

MAILING LISTS

Newly compiled lists of Operators. Worth many times more than we ask.

1500 Texas Operators	\$10.00
298 California Operators	2.00
154 Tennessee Operators	1.00
92 Louisiana Operators	1.00
108 Oklahoma Operators	1.00
112 Florida Operators	1.00
185 Mississippi Operators	1.25
102 Georgia Operators	1.00
171 Arkansas Operators	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mex., Wash. Mont.	1.75
292 Operators in Virginia, W. Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130 Kentucky	1.00
200 Missouri	2.00

The above states total 3,167 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

SUPREME PRODUCTS CO.

333 N. Michigan Ave., CHICAGO, ILL.

COLUMBUS

Model "M"

Peanut and Confection Vendor



How long will your machines be productive? Why Experiment? Eventually you will use Columbus Vendors

F. C. EWING CO.

The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

THE OPERATOR'S INTEREST IN LOCATIONS AND MACHINES

(Continued from Page 5)

our cause, as I have always done in times past. It is our only obstacle, this law and order group, but once we win them over, there will be no limit to the road we can travel in making more money for ourselves.

Recognition as honest businessmen is all we ask, and we are going to get it. Why is it so unfair to have bankers take away your life savings and get away with it—then you operate a few illegal machines and get thrown in the jug for it? It just does not make sense. Closer harmony with your politicians is the one and only answer, I say!

So now with the summer business coming into full swing, you should bring in your machines, take them apart if they are ball gum or peanut types, oil up, paint up, and spruce them up, especially if you have outside locations. This is one important step I take each year as the public knows a clean machine holds clean goods—but a dirty one?

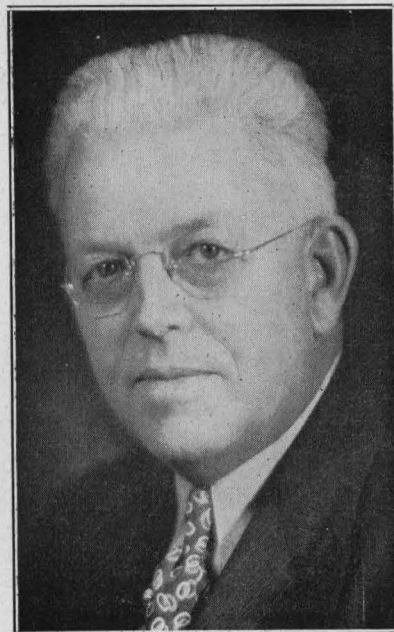
With expositions of various na-

tures being held in some of our greater cities, many ops have found increased revenue by placing machines within the exposition grounds. There are so many places to put them that it keeps an op busy just taking care of them in one spot. Again so many persons visit these expositions that the good-will created could never be measured in dollars and cents for the op and his machines. If you have doings of this type in your town, be sure to look up proper officials in the city and place some machines right quick.

Another good spot for machines, and few of these that I visited showed any, are airports which carry daily passengers. Place pin-ball machines and 5-cent bar machines there. It will prove profitable. I have also found that the Wurlitzer type phonographs are wonderful money-makers when placed for a month or so in rented clubrooms of political meetings, just before election time. Many nickels are dropped into them for these fellows love music with their talk. Try it.

In conclusion I can state that if you will follow the ideas I have given you in this writing, you will be

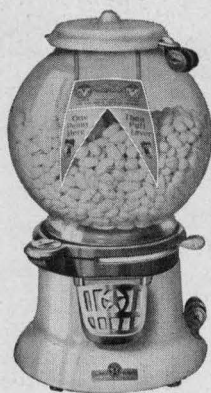
thankful not only to this writer, but to yourself and to the magazine—which will continue to publish accounts of interest to the owners and operators of vending machine routes.



C. Ray Eyman, assistant manager of
Werts Novelty Co., Muncie, Ind.

Plan your AUTUMN harvest now

REAP bigger profits with "COLUMBUS" MERCHANDISE VENDORS



MODEL "ZM" FOR TOY CHARM VENDING

Toy charms mixed with small candies or nuts have proven exceptionally profitable for many Southwest operators. The "ZM" mechanism will not crush or break the merchandise. Try a few!

Right now's the time to get your route in shape for increased Fall profits with dependable, easy-to-service Columbus Merchandise Vendors. Check your routes for replacements and expansion—install "Columbus" machines in locations new and old.

You'll find the BI-MOR is specially good for those locations where more than one machine is desired—exceptionally profitable with the "ZM" mechanism on one side for vending toy charms mixed with small candies, "M" mechanism for vending peanuts on the other.

In better locations place "Columbus" Model M, sleek, shiny and full of profit . . . and why not try Model "34," a compact ball gum vendor which slips neatly into limited space on counter or wall . . . ideal for "prize gum" machine as bottom delivery makes it impossible to see the next ball.

No matter what your needs, there's a "Columbus" Vendor ready to UP your profits . . . save you time, money, and upkeep cost with durable, rugged construction. They're easy to service—earn steady profits—pay for themselves in a hurry.

DISTRIBUTED IN THE SOUTHWEST BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster

Fort Worth, Texas

SKILL DRAW

that GREAT POPULAR AMERICAN GAME

**DRAW
POKER**



DRAW



Now—the Great American Game of Draw Poker is available for every Counter. • Skill Draw permits the player to enjoy a complete game of Draw Poker. 5 Spinning discs automatically deals exciting poker hands with one push of the coin slide—push down buttons to hold cards—pull out coin slide to complete the draw. Hundreds of Skill Draw machines already on locations prove its 100% mechanical perfection. Operators proclaim it the greatest of counter money makers. • Put this nationally popular Draw Poker game on every counter in your territory and watch the money roll in. Give your locations the best—order Skill Draw for them today.

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO

**A GUARANTEED
MONEY MAKER
ONLY**

23⁷⁵

**ORDER IT TO-DAY
FROM YOUR JOBBER**



DEMAND HEAVY FOR IMPERIAL TWENTY

The demand for the Imperial Twenty phonograph has necessitated stepping up production of this line more than 300 per cent during the first fifteen days of June as against the prevailing rate in May, it was announced by David C. Rockola, president of the Rock-Ola Manufacturing Corporation.

"Success of this particular unit is attributed in large part to the fine appearance of the machine," said Mr. Rockola, who added that the name "Imperial" was carefully chosen to indicate the regal picture the phonograph makes in whatever surroundings it is placed. Specially trained workmen are employed to fit carefully the beautiful matched inlaid walnut veneer of the cabinet.

Mr. Rockola pointed out that another factor contributing to the increased sales of the Imperial Twenty is the simplified mechanism incorporating the crystal pickup, long recognized in the automotive industry for eliminating undesirable vibration. Its lighter weight prevents the records from wearing out as rapidly as other types.

The Rock-Ola Manufacturing Corporation is the only company in the field which produces a twenty-record machine. It is fifty-two inches high, thirty-three inches wide, twenty-three inches deep and has a shipping weight of 350 pounds.

We do not want a thing because we have found reasons for it, we find reasons for it because we want it.

Make sure of the future by your own exertions.

The harm that others do us is often less than we do ourselves.

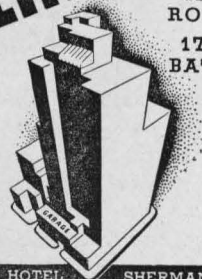
Few things are needed to make a wise man happy; nothing can make a fool content; that is why most men are miserable.

The Rate You Pick is the Rate You Pay...



HOTEL SHERMAN
HOME OF THE
COLLEGE INN
THE NEW SUMMER EDITION
OF THE JUBILEE SHOW
CHICAGO

1700
ROOMS
1700
BATHS



YOU CAN DRIVE YOUR CAR RIGHT INTO HOTEL SHERMAN ***

• LADY LUCK •

1200 Hole—Form 4190

Takes In \$40.00
Pays Out 19.00

Price with Easel \$1.82
Plus 10% Federal Tax

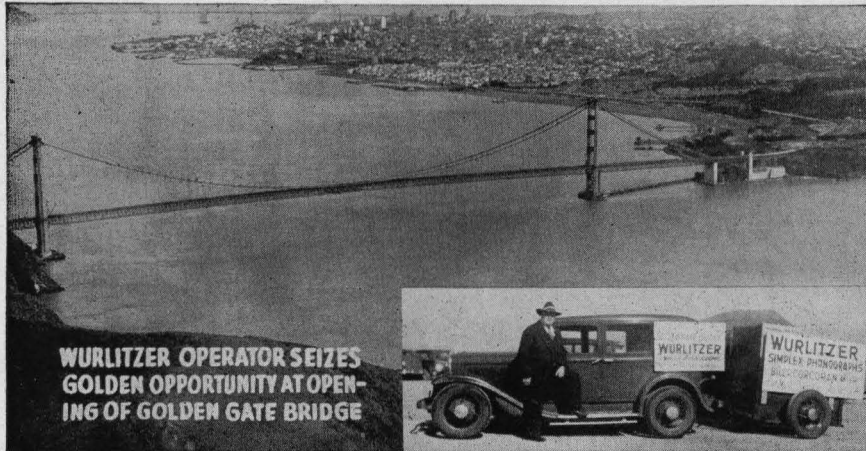
**HOLIDAY BOARDS, HOLIDAY CARDS AND
HOLIDAY HEADINGS**

*Write for Our Catalog of Money-Making
Boards, Cards and Die-Cut Sheets.*

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320-32 Harvard Avenue CHICAGO, U.S.A.





WURLITZER OPERATOR SEIZES GOLDEN OPPORTUNITY AT OPENING OF GOLDEN GATE BRIDGE

WURLITZER FIRST PHONOGRAPH TO CROSS GOLDEN GATE BRIDGE

Bill Corcoran, Wurlitzer operator and hefty owner of the Corcoran Novelty Company of San Francisco, has a flair for publicity that matches his admiration for Wurlitzer phonographs.

Consequently, when all San Francisco turned out to open the latest pride of the land of sunshine—the Golden Gate bridge—Bill Corcoran was on hand with an idea.

As a result of that idea, Bill rigged up a trailer, set up two Wurlitzer phonographs, started the music and with the aid of Wurlitzer operators L. B. McCreary and Mr. Turner of Turner & Foster, set out to cross the bridge.

Thanks to Bill Corcoran's ability to think fast, a Wurlitzer automatic phonograph was the first musical instrument to cross the bridge.

Bill drove back and forth several times and says a considerable percentage of the folks in the 32,000 automobiles that went over the bridge on the opening day, were treated to music by these Wurlitzer instruments.

Wrinkles are the furrows of wisdom; some frowns are tragic.

ROCK-O-BALLS BOOM HOT WEATHER BUSINESS

Operators are clamoring for games which can be placed in open air spots, with hot weather breaking all over the country.

Rock-Ola's big Senior Rock-O-Ball with its man sized playing alley has proved one of the best hits.

Rock-O-Ball Jr., with all the features of its big brother, including the high score register, still holds its own as leader in small spots where space is at a premium.

N. L. Nelson, Head of the Games Division at Rock-Ola reported a few days ago:

"Rock-O-Ball sales are better than at any time during the season so far.

NEW KEY RINGS

Specialty Made for Vending Machine Operators

No. 9-W Holds 80 to 100 Keys—35c
No. 18-W Holds 100 to 150 Keys—50c
Postpaid—Stamps Accepted

SATISFACTION GUARANTEED

Large Vending Machine Catalog Free With Order, If Requested

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

They have proved favorites with location owners because of the brisk stimulation they give the other business in all spots."

One operator called the factory five times in one morning last week. He begged for immediate delivery on a Rock-O-Ball because the location owner would consider only a bowling game in his place.

Those Ingenious Japanese

The Japanese are selling bottled beer in Germany for less than German brewers pay for empty bottles.—Review of Reviews.

One of the newest industries in Japan is the reproduction of old American heirlooms.—New England furniture, etc.—Time.

Do you know anything more useless than the sting which does not sting?

ATTENTION VENDERS

IMPORTED Celluloid CHARMS

The Finest and Greatest Assortment Ever Assembled

\$1.00 Per Gross, All Different Styles

Buy a sample pack, and if it does not prove to be the finest assortment for double the price, your money cheerfully refunded.

REX IMPORTING CO.

759 Ellis Street
SAN FRANCISCO

WRITE OR VISIT OUR
NEW HOME

Milton Vending Company

1017 Golden Gate Avenue
SAN FRANCISCO

Vending and Music Machines
at Inside Prices

SPECIAL CLOSE OUT

500 PIN TABLES (GOOD CONDITION)
\$2.50 EACH



MOTOShaver

ANOTHER MONEY MAKER

Sales Board and Push Card Operators

Sample Deal \$5.25

Lots of six or more \$4.75

Push Cards, per 100 \$4.75

81-Hole Push Card Takes in \$19.50

ACTION SALES CO.

SOLE DISTRIBUTORS

156 Ninth Street

SAN FRANCISCO, CAL.

Nationally
Advertised
\$12.50

OKLAHOMA

M. T. Pfrimmer, Muskogee, district manager of Wurlitzer phonograph sales, accompanied by L. E. Gray, who is doing such a nice job distributing the same from Tulsa, were among recent business visitors in Oklahoma City.

Clarence Kemp, head of Nickle Novelty, and Jimmy Brundage, manager of the company of that name have moved from their Tenth street location in Oklahoma City to new and larger quarters at 1225 Olive.

Scotty London, of Wetumka's crop of spring high school grads, has accepted a job with his brother at the London Music company.

A well known state operator has in his shop two of the most popular coin operated games it has ever been this scribe's privilege to see, and the oldest. The machines are the great grandpa of the modern crop of baseball games of various kinds and were in their heyday away back in '26. Built about as substantially as an old time square piano and requiring two players to operate, the games are for amusement only but evidently have plenty of that. At any rate this operator has had several calls for these two machines and their popularity seems to outlast any predicted for many of the late models.

Acting no doubt on the theory that "all work and no play makes jack, but gets awfully old after a while" Boyle Amusement company has organized what is believed to be the only soft ball team composed of coin machine workers in these parts. With Bernard Boyle as manager, the team already has secured four wins in as many games with other Oklahoma City teams and have their ears laid back for another list of victories ere the summer wanes. On the team are Bud Tirey, Lee Carney, Pal Powell, Zeke Clark, Fred Pringle, Buford Holland, Bill Patterson, Nick Nicholas, Luther Sweeney, Otis Bealmar, Tyrus Cobb, George Checkinsky, Skinney Morey and Dandy Kid Dorland.

And speaking of sports, this Dandy Kid Dorland was all set to go to El Reno to box one Kid Rainbow a few nights back. When he isn't

fighting, Dorland holds down a desk in the offices of Boyle Amusement company.

Carl F. Jackson of the Western Novelty company at Seminole, reports a nice business with the Pace's Races he has been operating in his city.

Carl Anderson, who formerly operated for Jim Boyle in Tulsa, has taken 50 new machines of various types and gone to Colorado Springs.

Mr. and Mrs. Harold Miller and seven-month-old daughter, Betty Jo, left recently for a visit in Houston and Galveston. Mrs. Miller and the future Miss America will remain in those cities while the well liked head of the Miller Novelty company will leave for an extended trip through Texas, Louisiana, Alabama and Arkansas.

An enjoyable evening was spent by several members of the London Music company personnel and their guests recently when they made the rounds of several Oklahoma City night clubs and ended up at Blossom Heath to dine and dance. Included in the group were Mr. and Mrs. George Draughon of the Decca Record company at Dallas, Miss Jerry Shaw of Ada, Joe Morris of Wewoka, and Mr. and Mrs. London, Mr. and Mrs. H. H. Birchfield, Mr. and Mrs. Charles Bland, Miss Pauline White and Scotty London all of the home town.

Miss Verla Sue Harris comes from Chickasha to accept a position in the offices of Miller Novelty company. Miss Harris replaces Miss Muriel Gill, now employed by Phillips Petroleum company.

Sam Paul writes from West Darby, a suburb of Philadelphia, that he is enjoying an unusually successful summer in that city but that he misses a lot of his friends and former business associates in Oklahoma. Paul operated quite extensively in Tulsa last winter.

Charley Snyder, who is located at present in Dallas, was a welcome visitor to Oklahoma this month.

Clarence Kemp told us the other day that he recently put 50 brand new Wurlitzer phonographs on location and that there is no such

thing as a summer slump in his business.

Oscar Watts recently joined up with Miller's as a new mechanic. Millers also have purchased a new International truck which they will use in helping service the some 300 miles of new territory they have added in the western part of the state.

Hubert Nelson has joined the ranks of Oklahoma City music operators and recently purchased ten new Wurlitzers.

Robert Kitle who is doing a nice job of operating down Allen way, has just bought some new Wurlitzers, as has the Bradford Novelty company at Elk City.

James McCarty of Clinton has just purchased three new Wurlitzers, two of which are in operation in his gala new \$10,000 night club.

Clyde Johnson of Hennessey has been purchasing new equipment in Oklahoma City. Olin Bills, Clinton op, bought several new counter games this month.

Paul Mason of R. & M. Sales company, Pauls Valley, L. G. Powers and Ike Leonard both of Chickasha, were among state operators transacting business in the state capital this month.

From down Ardmore way comes Roger Whitfield with the welcome report that his territory is opening up again and to purchase new automatic games for several of his locations.

Kinney Hill of Kingsfisher and Tom Walker of Guthrie were others who have been adding to their stock of coin operated equipment. Walker bought ten new Norris venders.

From Pampa, Texas comes R. D. Riley, popular operator, to purchase some used equipment from several Oklahoma jobbers.

Joe Todd of Ardmore and Frank Sittle Jr. of McAlester were other state capital visitors this month.

Mr. and Mrs. Nick Nicholas are recent additions to Oklahoma City, having moved to this state from Colorado. Nicholas is a salesman with the Boyle Amusement personnel. He worked for Boyles about four years ago and since that time

has been operating in California and Colorado.

Herman Hamilton of Ada and Harry Broida, Wewoka, were in Oklahoma City recently on business.

J. A. Nance and Leo Walters each purchased 25 new Norris peanut vendors from Miller's recently and have placed them on location in Oklahoma county.

Several members of Boyle Amusement company's personnel either have departed or expected to leave soon for their summer vacations.

Jim Boyle, the boss, said he doesn't expect a vacation. Too busy. In his slack moments he is going to just sit in his office, shut his eyes and sigh contentedly something to the effect that "vacations never were like this." The reason: the Boyle offices are now about the most comfortable we have encountered ever since L. Boyle and Ed Connelly of Tulsa, B. Boyle and Leo Carney of Oklahoma City chipped in and surprised him with a Pacific air conditioner on his birthday recently.

JACK NELSON RETURNS

The Vice-President-in-Charge-of-Sales of the Rock-Ola Manufacturing Corporation returned to his desk after an extended visit through 26 states.

Mr. Nelson recently traveled through Mississippi and Louisiana and practically every large city in the state of Texas. He reports business is extremely good in almost every section of the Southwest, and operators all along the line seem to be in for a most profitable summer. In fact, the majority of them anticipate the best summer business they have enjoyed for a great many years.

Baseball attendance is exceeding all records everywhere, amusement parks have started up with record-breaking attendance, and all along the line in the amusement world, every indication points to a banner year.

Naturally, Mr. Nelson was particularly interested in Rock-Ola's World Series baseball game. He found returns were very satisfactory in every way, and also was delighted with the tremendous number of Rock-Ola Multi-Selector phonographs which he saw on locations throughout the Southwest. He returned to a desk cluttered with important matters which had developed during his absence, and as usual, will pay for his road trip for several weeks to come, through having to catch up on his many duties at the Rock-Ola Manufacturing Corporation.



The charming young lady pictured above is Betty Jo Miller, seven months old daughter of Mr. and Mrs. Harold Miller, Miller Novelty Co., Oklahoma City. She is their only child, and the Millers can justly be proud of her especially since she set a record of walking at the age of seven months. At present, Miss Miller and her mother are in Galveston and Houston for an extended visit, enjoying the cool sea breezes.

PAUL GERBER USES WORLD SERIES AT RIVERVIEW

After the big success of operating six Rockola World Series for the past seven months in the lobby of the Sherman Hotel, Chicago, Paul Gerber has set up a battery of six more in a concession at Riverview Park, Chicago.

"I never saw anything like it," said Paul, "The crowds get around these machines and one would think it was a real World Series baseball game the way the crowds holler and shout as the game is being played. The realistic part of World Series is what makes this game so sensational to the playing public and with baseball at its peak the game is getting more popular every day."

The Paul Gerber concession is in a lovely location near the entrance of Riverview Park and the concession is busy from the time it opens until closing. Paul Gerber, incidentally, is one of the most interested baseball fans in the coin machine industry and he makes the training trip with the Chicago Cubs in the spring of every year, never misses a Cub game when they're in Chicago, and always keeps up with his friends on the team during the entire season.

WE APOLOGIZE—NOTE AD CORRECTION BELOW

If we were only infallible! As hard as we try to see that no errors slip past us, one "slipped" last issue in the ad of Mr. J. H. Sherburn, Fort Worth, whose ad appears below.

We unfortunately ran the word, "dealers," which should have read "operators."

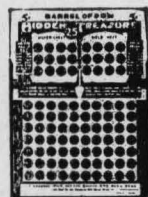
Mr. Sherburn absolutely does not sell direct to dealers but only through reliable operators. His line is used by and sold exclusively to the operators in the industry. We regret this oversight and hope that you will take careful notice of this correction.

ATTENTION OPERATORS!



Here are two of the Fastest
Money-Making Jar Deals
on the market today . . .
Guaranteed to make you
more money than anything
you have ever operated . . .

List Price Complete \$6.25.
Liberal Discount to Operators



« J. H. SHERBURN »

2613 AYERS AVENUE « » FORT WORTH, TEXAS

News From the Office

F. C. Ewing Co.

Recent visitors in the office were: Mr. C. F. Simmons, DeLeon, Texas; Mr. and Mrs. W. A. Babb, Graham, Texas; Mr. E. F. Wilborn and son, Olney, Texas; Mr. and Mrs. John Purcell, Gainesville, Texas; Mr. W. O. Tyson, Eastland, Texas; Mr. and Mrs. H. J. Andrews and daughter, San Antonio, Texas; Mr. S. M. Bynum, San Antonio, Texas; Mr. R. F. Lane, Ballinger, Texas; Mr. Cecil Street, Austin, Texas; Mr. Robert Ellis, Houston, Texas; Mr. E. L. Witt, Norman, Okla.; Mr. H. J. Cole, Jacksonville, Texas; Mr. J. Doyle Cearly, Abilene, Texas.

"SPEEDY" WALKER TO DISTRIBUTE CAILLE MACHINES

M. A. "Speedy" Walker of Walker Sales Company, Waco, Texas, visited in the office of AUTOMATIC WORLD recently and advised that he had been appointed state distributor for the products of the Caille Bros. Company of Detroit.

Mr. Walker is well known and liked by all members of the industry, having been in the coin machine business for over seven years. His varied experience in dealing with problems of the industry makes it possible for him to handle machine distribution very efficiently.

The Caille Commander and Console are going over big with his many customers.

Contact Mr. Walker at 1723 Franklin street, Waco, Texas, whenever he can serve you. He extends a cordial invitation to visit with him while in Waco.

ROCK-OLA PLANT RUNNING FULL CAPACITY ON NEW IMPERIAL 20-RECORD PHONOGRAPHS

Out at the big Rock-Ola plant at Kedzie and Chicago, the machines and men are working at full capacity.

Heaviest production is going into the new Rock-Ola Imperial 20-record model, introduced to operators just a few weeks ago.

I. F. Webb, vice-president in charge of phonograph division, enthusiastically says, "Although we knew the 20-record Imperial de luxe model would be a popular model, we never dreamed that the entire United States would suddenly clamor for this new and different instrument. The overwhelming popularity of this 20-record Imperial model leads us to believe that nationally location owners are demanding finer music equipment with a wider variety of recordings in order to attract more patronage and promote more business across the bar. We are also anticipating a demand for this same Imperial model with 16 records. We shall be in production with an 'Imperial 16' very shortly. Meanwhile,

there is still a big demand for the small compact Rhythm Master model which comes with 12 or 16 records.

"Not only phonograph production is in full swing, we are producing and shipping carloads of World Series, Rock-O-Ball Bowling Alleys and other products."

BALLY BOASTS COMPLETE LINE

Proudly pointing to row upon row of busy production lines at the Bally Manufacturing Company, Ray Moloney, president of the firm, declared his belief that the current line is the most diversified ever offered to the industry at one time.

"In the payout marble game class," Ray stated, "we are in production on three distinct types of one-shot games. 'Arlington' takes care of the demand for hole-type games, 'Golden-Wheel' is the best seller in the spiral-bumper class, while two new type bumpers—'Rubber-Tire' Bumpers and Whirling Bumpers—are featured on our newest release, the 'Classic' one-shot. Rounding out our payout table line, we are still in full production on 'Fairgrounds' multiple-coin-chute one-shot, which takes in up to 4 nickels per game."

"In the Console class, we are shipping carloads of 'Bally Bells' featuring bell-fruit play and a double coin chute giving player choice of nickel or quarter play; and 'Favorite' with its 9-coins-at-a-time selective coin-chute and race-horse appeal. And, speaking of Consoles, 'Ray's Track' is still a steady seller after eighteen months.

"'Mercury' with its revolutionary 'Super-Charged' Play-Field dominates the novelty field, while in the counter-game division we offer the operator four of the fastest money makers in our history. These are the 'Nugget' coin-operated sales-board, 'Sum-Fun' which really rates its name for the fun it provides players, 'Bally Baby' with 3-way interchangeable play and the 'Reliance' payout dice game."

"Every game I've mentioned—a dozen in all—is in production, enabling operators to diversify their routes and thus maintain high earning averages during the summer months."

The act of doing one's duty is worth all the trial it costs.

Attention Texas Operators!

We Have Been Appointed State Distributors for the New

CAILLE COMMANDER AND CONSOLE

which have proven very popular. Due to the many orders we have received for these two popular machines, we are now carrying a large stock for the convenience of our customers.

WALKER SALES CO.

1723 Franklin Street

WACO, TEXAS

ROBERT BOLLES IS NEW WURLITZER ADVERTISING MANAGER



Robert B. Bolles

Announcement of the appointment of Robert B. Bolles as advertising manager of the Rudolph Wurlitzer Company, North Tonawanda, N. Y., was made last month.

Asked at his new desk for the story of his life, Bolles replied, "There are very few dates in a man's life that are of much importance. Mine can be condensed into a sentence. Born 1905 in St. Louis, Mo.; married in 1926; two boys and a girl successively, 1927, 1929, 1931. Joined the Rudolph Wurlitzer Company June 1, 1937. Future—bound up in the job of telling the world that the Wurlitzer-Simplex is the right phonograph to buy, place and play."

Further, Bolles admitted American citizenship, grammar and high school education and a speaking acquaintance with various instructors at the University of Wisconsin for a year and a half. Following that he took a post graduate course for six years on the advertising staff of the Janesville (Wis.) Gazette and became national advertising manager. Left that post to become advertising director of the Rockford (Ill.) Republic. One year later became vice-president and Western manager of the Frederic A. Kimball Company, at Milwaukee, Wis.—this latter firm being the national advertising sales representatives for one of the largest lists of daily newspapers in the country.

In 1936 he became sales and advertising manager for Cline-Johnson, Inc., a Michigan food manufacturing concern—from which he comes to Wurlitzer. In between times he made

field surveys, serviced accounts and wrote copy for an advertising agency, sold and built radio shows, wrote hundreds of short stories and has thousands of rejection slips to show for them. Says he is the one amateur author that does not expect to write the Great American Novel.

"Two years ago, at the NACOMM convention in Chicago," Bolles explained, "Mr. Capehart introduced me to many of the operators and men connected with the Wurlitzer Company as customers, fellow-workers and friends. I was so impressed with the swell bunch of people connected with what seemed to me to be the fastest growing industry in America, that I decided then and there to get into it if the opportunity ever afforded itself."

"There will be no change in the basic policy in back of Wurlitzer advertising," Bolles continued. "It has been the aim of this company's advertising to accomplish two purposes. First, to give our distributors the most complete support in the way of trade journal and direct mail advertising in order to thoroughly inform their customers and prospects on the products and policies of the Wurlitzer Company. Second, we have

gone a step further in planning a program of advertising in tavern papers and direct mail advertising to reach the location owner designed to sell him on the fact that a Wurlitzer-Simplex will make him more money in his spot. This campaign supports and simplifies the work of the Wurlitzer-Simplex operator who profits most directly by it. The Wurlitzer advertising program will continue to be outstanding in the industry."

According to Vice-President Homer E. Capehart, "'Bob' Bolles, as the new advertising manager of the Rudolph Wurlitzer Company, brings to his job an active personality, a wealth of experience and an enviable sense of showmanship, coupled with sound merchandising values. The fruits of his ability will soon be reflected in Wurlitzer advertising to the tremendous benefit, I am sure, of the entire organization."

"The next time you are late you must bring an excuse," the teacher announced.

"Who from?" asked Tommy.

"Your father."

"He ain't no good at excuses," said Tommy, "Mother finds him out every time!"

SCIENCE +
SKILLED WORKMANSHIP =
Guaranteed
PERFORMANCE

IN
PERMO-POINT

The Only Long-Life Phonograph Needle



WITH
THE PATENTED
ELLIPTICAL POINT

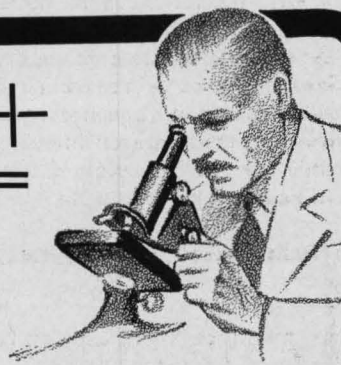
Scientific production of our precious metal point material in our own modern metallurgical laboratory—skilled workmanship by our production specialists in shaping the Patented Permo Elliptical Point—full range dependable and economical reproduction for all automatic music operators. That's why Permo Point needles are standard equipment on all new phonographs—are recommended and sold by all leading record distributing companies.

PERMO PRODUCTS CORPORATION

METALLURGISTS AND MANUFACTURERS

6415 RAVENSWOOD AVE.,

CHICAGO, ILLINOIS



LOUISIANA

By ADAM LEIDENHEIMER

Mid-summer finds operators of the Pelican State optimistic over the outlook for a big fall and winter business although it is quite apparent that play is off for the vacation and "hot weather" period. Those operators who have had presence of mind enough to furnish plenty of ventilation plus modern systems of air-cooling have been profiting by their investments, enjoying a much greater patronage than those old-fashioned location owners who run along day in and day out without making any effort to attract attention to their machines.

All of the summer resorts of the state report the biggest summer in many years, especially Pontchartrain Beach, Grand Isle, the Caddo and Cross Lake play areas of the Shreveport section and other outdoor places. There is a noticeable increase in machines on location at most of these spots for the summer and operators report gains of as much as 100 per cent over the volume of business during the past several seasons.

As for distributors of nationally known makes of coin machines, practically all in the state are reporting the best summer season in their business history. This is especially true of a half dozen or so in New Orleans where such popular manufacturers as Bally, A. C. Novelty Company, Gottlieb, Rock-Ola, Seeburg and Wurlitzer are well represented and distributors enjoying steady inflow of orders from all sections of the state and surrounding states.

Throughout the hot weather, both coin machine and phonograph operators are holding their association meetings with the usual keen interest and good "summer" attendance. President Julius Pace, head of the Coin Venders' Association, has been enjoying a much needed fortnight vacation in the good old state of Texas but he refused to leave except between meeting dates. Accompanying him on his trip are his wife, son, youngest daughter, and his old sidekick, Joseph Pipitone. The coin phonograph men are now entertaining plans of branching out their organization activities into a statewide group. F. P. "Buster" Clesi is fos-

tering the state group idea and says that he plans to schedule a get-together at a central point, probably Baton Rouge, early in the fall.

Ed Rodriguez and Jimmy Tallon, co-owners of the American-Southern Coin Machine Company, distributors in this territory for Western Equipment, Exhibit Supply and other makes of machines, have just returned from an automobile trip to Mexico.

The Dixie Coin Machine Company reports a brisk demand for all of the latest outputs of the Bally factory. The local distributor for the big Chicago house has had such big demand for Fair Grounds and Classics that they have experienced difficulty in getting in enough machines to satisfy all buyers. It was a grand break when the Bally company resumed manufacture of Fair Grounds because of the popularity of this game that was named after the famous old race track of New Orleans.

Slots, which were removed from all places of business in the important city of Crowley, La., are back in circulation in that community and in fact several other spots "banned" for several weeks in the state. There is believed to be 100 percent operation in Louisiana now.

Things are still humming for coin machine and phonograph operators along the Illinois Central railroad right-of-way. Kelly La Bue and George Rossi at Hammond say that business could hardly be better while J. Bates of Manchac, is equally enthused about the fine summer patronage. All of these up-to-date operators constantly buy new equipment and here lies the secret of their success in business.

On a two-weeks' visit to the Pan-American Exposition is "Mac" McNally, popular New Orleans operator, connected with the Automatic Coin Machine Company.

Mayor Robert S. Maestri of New Orleans has promised an appointed committee of music operators of that

city to give serious consideration to their complaint that increasing taxation on coin phonographs have cut seriously into profits. A petition drawn up by the committee gave an excellent example of how taxes cut into reasonable profits on machine operations and so convincing was that argument that the Mayor had little left for an excuse from giving the matter his immediate attention.

F. W. King, head of the C. and N. Sales Company, covers a wider area of the South than 90 per cent of the coin machine salesmen and it is his contention that the outlook for the industry is as bright as ever. The saturation point is far from being touched in most of the Southern states, he contends, especially if large manufacturers continued to turn out such fine new ideas, he says. "All of the fine machines being turned out," King says, "has helped to keep the coin machine business well alive this summer. Everywhere I touch in Louisiana, Mississippi, Arkansas, Oklahoma, Tennessee, Georgia and Florida, operators report a fine summer business and all are looking forward to a new peak in the fall and winter."

R. L. Barbee, head of the Barbee Novelty Company of Shreveport, reports that the oil boom in Northwest and North Louisiana has helped to swell his patronage.

"Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave." —Lord Brougham.

CLOSE OUT

Rock-Ola Phonographs, late 1936 \$140.00
Rock-Ola, 16 record, 1937..... 175.00
Rock-Ola Rhythm King, 1937.... 160.00
Seeburg, 1936 Model A..... 140.00
Selectophones, refinished..... 75.00
Wurlitzers, 16 records, six weeks old..... 225.00
Mills Blue Fronts, 5c play..... 50.00

F. O. B. Jackson, Miss., or New Orleans, La.

DIXIE SALES

912 Bienville, New Orleans, La.



Above picture was taken in front of the spacious display rooms and sales offices of Al Johnson's National Premium Company, 1312 Farnam Street, Omaha, Neb. Shown from left to right are Ray Mortenson, R. V. Smith and I. F. Webb, vice-president in charge of phonograph division of Rock-Ola Mfg. Corp. Ray Mortenson is known as one of the live-wire Rock-Ola music operators in Cedar Rapids, Iowa. R. V. Smith is business manager of National Premium Company and is well known among coin machine men throughout Iowa and Nebraska.

AL JOHNSON'S COMPANY GOING GREAT WITH ROCK-OLA IMPERIALS

The National Premium Company of Omaha, Neb., has just been named representative of the Rock-Ola Manufacturing Corporation, it was announced today by David C. Rockola, president. Territory to be handled by the National Premium Company includes all of Nebraska and Iowa.

Manufacturing a wide variety of coin-operated machines, the Rock-Ola company deals through repre-

sentatives in all parts of the United States.

Among the Rock-Ola products the National Premium Company will handle a robot baseball game, radio rifle, bowling games, phonographs, novelty and office furniture and weighing machines.

In announcing the appointment of the National Premium Company as Iowa-Nebraska representatives, Mr. Rockola said:

"The fine sales record hung up by National Premium in the last few years has prompted us to take notice of their ability as salesmen of amusement devices. With expansion of business generally and addition of new items from time to time to our line, we feel that the territory of Nebraska and Iowa will be more than adequately covered by our new representatives."

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALKIN CO.

4311-13 Ravenswood Avenue Chicago

USED MACHINES, GOOD AS NEW

2 Skippers, each	\$35.00
20 Bally Bumpers, ea.	20.00
3 Ball Fan, each	30.00
4 Cross Line, each	35.00
1 Bally Booster, each	25.00
1 Home Run, each	20.00
1 Replay, each	20.00
1 Skooky, each	30.00
1 Sensation of 1937, each	30.00
2 Boo Hoo, each	30.00
1 1937 World Series, each	187.50

JEFFRIES AMUSEMENT COMPANY

202 Towson Avenue
FORT SMITH, ARK.

HERE'S THAT GOLD MINE

YOU'VE BEEN LOOKING FOR



A
Fast
Clean
Deal
That
Pays
Big
Profits



**Complete Deal Consists of One 2160 Hole
Tip Combination Board and Seal Payout Card.**

O. K. GOLD MINE

TAKES IN	\$108.00
AVERAGE PAYOUT	71.46
AVERAGE GROSS PROFIT	\$ 36.54

STRONG, DURABLE SEAL CARD WITH TRIPLE-STITCHED "PEEK-PROOF" SEALS. ITS FLASHY FINISH AND THAT BIG POSSIBLE \$25.00 WINNER WILL PULL THE PLAY.

Write for Details of This and Many Other New Money-Making Deals Made Exclusively for Operators.

HARLICH MFG. CO.

1401-1417 W. JACKSON BLVD.
CHICAGO, ILL.



CAILLE BROS. COMPANY APPOINTS DISTRIBUTOR FOR FRANCE

Announcement is made by C. P. Gilkison, vice-president in charge of sales of Caille Bros. Company, Detroit, of the appointment of Negoce Automatic, Paris, France, as the exclusive distributor for Caille coin-operated machines in the country named, the appointment having been made at the French Coin Machine Exposition, which was held in Paris the latter part of May.

According to Mr. Gilkison, who was in charge of the company's exhibit at the exposition, the event attracted operators not only from all parts of France but from surrounding countries as well, a large volume of business being done by exhibitors.

The above picture taken of the Caille display, showing the Cadet model at the left and the Commander model at the right may cause some wonder as to the machine with the card bearing the words "Plus de Vol" in extremely large lettering. This is not, as may be supposed, the

name of a machine, but is the French way of calling attention to the fact that the machine is also supplied with a gum or mint vending device.

In the picture, C. P. Gilkison is standing at the left, while E. F. Martin, the newly appointed distributor for France, is in the center, surrounded by members of his sales staff.

NEW BALLY ONE-SHOT GAMES

Pursuing their well-known policy of offering a diversified line, Bally Manufacturing Company has released two new one-shot payout or ticket games, which "cover the field like a tent," according to Jim Buckley, Bally's general sales manager.

"Where the public goes for bumpers," Jim stated, "Operators give 'em the newest, peppiest kind of bumpers, as featured on our new 'Classic' one-shot. Where they go for good old-fashioned holes, give 'em 'Arlington' with its 28 winning pockets. In fact, during our extensive location tests, both games were placed side by side in some spots and produced profits that were almost beyond belief."

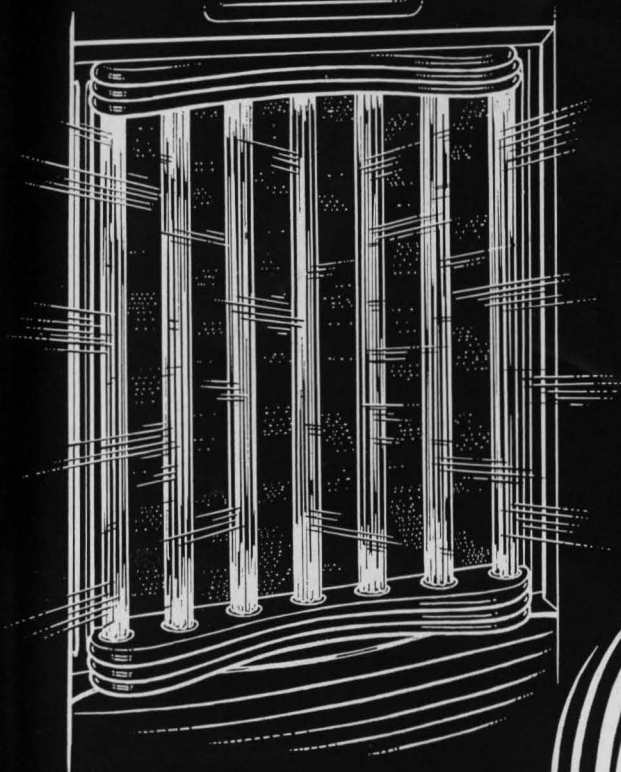
"'Arlington' has all the 'first-second-third-and-fourth - place' payout appeal that made 'Preakness' the stellar sensation of '36—plus plenty of new features, greater flash, mechanical refinements, and 'Third Dimensional' effect on the backboard. As to its earning power, just tell the boys that, if they thought 'Preakness' was a gold-mine, wait till they start digging into 'Arlington' cash-boxes. I know it's a sure-fire profit-producer, because I've kept close tabs on the location tests we've been running the past few weeks.

"As for 'Classic', it's got new features enough for a whole series of games. For example, 'Rubber-Tire' Bumpers that spank the ball into a frenzy of action. And the silver-bright Chrome-Steel 'Super-Charger' Play-Field, specially sensitized to provide a new thrill in scoring action. Above all, 'Classic' has a feature so revolutionary that it alone would insure the success of a game. I refer to the new 'Whirling Bumper.' It's a regular 'Rubber-Tire' Bumper, except that it constantly spins like a top. Thus the slightest contact is enough to send the ball staggering all over the field. You've got to see this new Bally idea to appreciate the action and extra suspense it gives a game."

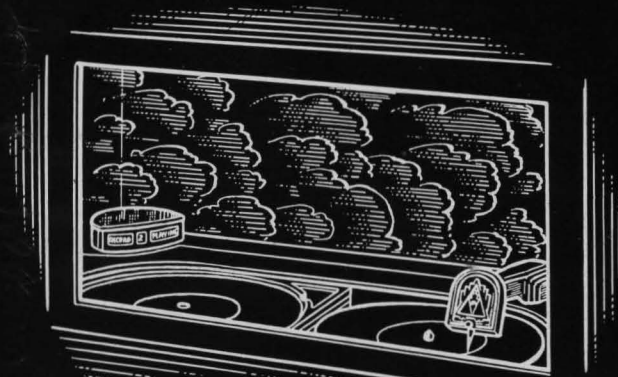


WURLITZER SKEE BALLS BIG SUCCESS AT KENNYWOOD PARK—Kennywood Park, known as Pittsburgh's playground and recognized as one of the leading parks of the kind in the country, recently installed a large battery of Wurlitzer Skee Balls as one of the big 1937 attractions. Originator of the idea was Ben Sterling, Jr., successful manager of Sterling Service, Wurlitzer operators of Moosic, Pa. Immediately upon being placed in operation, crowds gathered about these handsome bowling games and they have proved a big drawing card ever since. According to A. D. McSwigan, president of the Kennywood Park Corporation, "The Skee Ball alleys are working out very nicely and we are gratified with the business they are doing. They certainly are beautiful alleys."

20 RECORD MULTI-SELECTOR



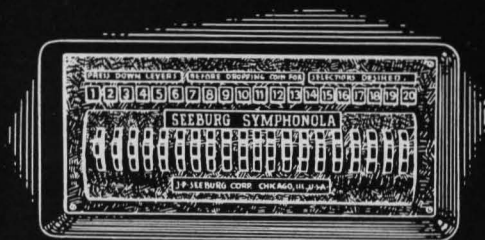
LUMALITE GRILLE



ROTO-COLOR LIGHTING



ILLUMINATED
RECORD PLAYING
INDICATOR



ILLUMINATED
MULTI-SELECTOR



Presenting New
SEEBURG CREATIONS
for the
20 RECORD MULTI-SELECTOR
ILLUMINATED SYMPHONOLAS
ROYALE and REX

● Maintaining a leadership established for 35 years, the J. P. SEEBURG CORP. presents exclusive automatic phonograph innovations designed to make music operating more profitable than ever before in its entire history! And now, more than ever before, the Seeburg Franchise merits your immediate consideration. Write today for complete information.

Southern Seeburg Representative
ELECTRO BALL COMPANY, Inc.
1200 Camp Street DALLAS, TEXAS

J. P. SEEBURG CORPORATION • 1500 DAYTON STREET • CHICAGO

THE MODERN

Orchestrope MODEL

© 10-20

Height . . . 53 in.

Width . . . 33 in.

Depth . . . 23 in.



PHONOGRAPH

WHO RUNS YOUR BUSINESS, *Mr. Operator* -- YOU OR YOUR COMPETITOR?

YOU run it if you are an ORCHESTROPE OPERATOR, for you have the MODERN PHONOGRAPH, demanded by location owners everywhere. The big income-producing locations are pleased to accept YOUR terms because they want YOUR instrument. They demand the ORCHESTROPE because of its superiority in every way, because no other phonograph has all these money-making features:

1 Twenty selections but only 10 records. Plays records on BOTH SIDES.

2 Combined Program and Multi-Selector — No numbers—just push buttons opposite program slips.

3 Program, Selector and Coin-Slides at top of cabinet at eye-level. No stooping. Convenient and easy to operate.

4 Impressive and beautiful Cabinet. Locations are proud to have this most Modern and Outstanding Phonograph.

5 Thousand-Dollar Tone—has no equal.

Optional Equipment—Slug Ejectors which really eject slugs.



RUNS HIS OWN BUSINESS

THE ORCHESTROPE OPERATOR is prosperous and happy. Competitors cannot chisel him out of his locations and profits because location owners everywhere demand the Orchestrope. The Orchestrope operator runs his own business, names his own conditions and therefore is independent of competition and, best of all, makes money.

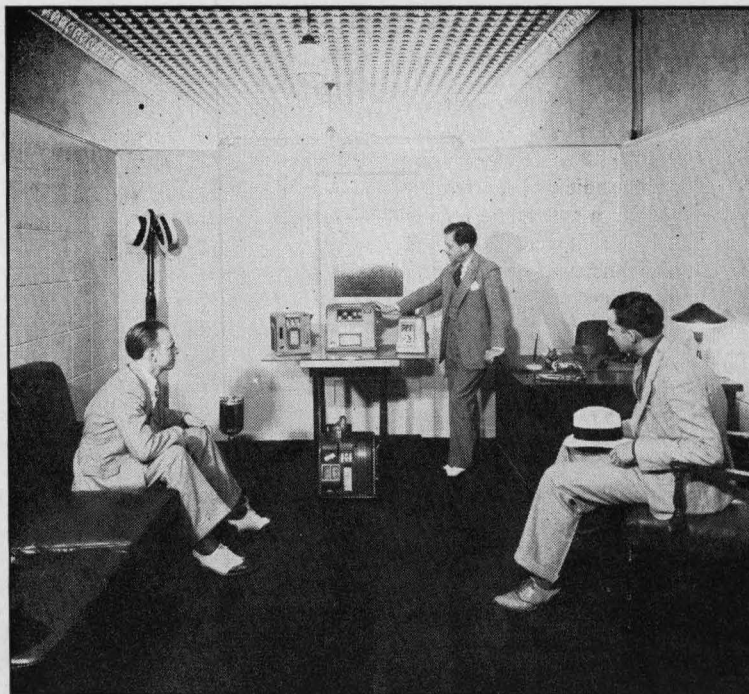
THEREFORE when you have the ORCHESTROPE you are able to make more money because you run your own business instead of your competitors running it. You do not have to cut your percentage arrangement or make other profit-eating concessions to meet the ruthless competition of chiseling competitors. ORCHESTROPE OPERATORS secure and hold the best locations because of the outstanding merit of this MODERN PHONOGRAPH. There is satisfaction and profit in a business like that—a business which you, too, may enjoy. Attractive proposition to operators upon request.

Locations demand
THE ORCHESTROPE

*Write,
wire or phone
for complete
details*

THE CAPEHART
Orchestrope

THE CAPEHART, INCORPORATED
FORT WAYNE, INDIANA



DAVE MARION (CENTER) POPULAR DISTRIBUTOR OF WICHITA, KAN., IS seen demonstrating Groetchen Tool's new Royal Flush Draw Poker game to two prospective buyers. Other machines displayed are the Zephyr Cigarette Vender, Ginger, and Columbia. Mr. Marion has done a splendid job of distributing and is the exclusive Groetchen distributor for the entire state of Kansas. He is well liked by operators everywhere who depend upon his experienced judgment in guiding them in the selection of profitable operating equipment. Mr. Marion also handles several other lines of popular coin operated machines for jobbers and operators to select from.



CARL HOOPER DOLLS UP HIS DISPLAY ROOMS READY FOR BIG SUMMER SEASON on Rock-Ola phonographs. In order to make his place even more attractive for the big summer season, Carl Hooper has gone to considerable expense in dolling up his popular Rock-Ola phonograph display rooms. Hooper is exclusive Rock-Ola music distributor for his territory and is one of the most popular and best liked coin machine distributors in the industry.

Most of us would be proud if those with whom we work would give a dinner in our honor, like the one the baseball writers of New York gave Eddie Brannick, secretary of the New York Giants. This was printed on the menu card: "To Eddie—You've never said 'No' when you had a chance to do a favor or looked the other way when you had a chance to say 'Hello!'"

"By whom?" asked a husband when told his wife was outspoken.

The man who once so wisely said, be sure you're right, then go ahead, might well have added this, to with, be sure you're wrong before you quit.

Hang On

"When you get into a tight place and everything goes against you till it seems as though you could not hold on a minute longer, never give up then, for that is just the place and time that the tide will turn."—Harriet Beecher Stowe.

ROY BANGS SAYS WURLITZER PLANT AND SIMPLEX PHONOGRAPH ARE BOTH TOPS



Left to right: Roy Bangs, DeLuxe Novelty Company; Homer Capehart, vice-president, Rudolph Wurlitzer Company, and Ernest Petering, Wurlitzer's general sales manager, inspect the beautiful gardens surrounding the Wurlitzer plant.

The Rudolph Wurlitzer Company entertained an interested visitor at their North Tonawanda factory recently in the person of Roy Bangs of the DeLuxe Novelty Company, Little Rock, Ark.

A big Wurlitzer-Simplex operator, this was Roy Bangs' initial visit to the Wurlitzer factory and it proved an impressive one.

Said Mr. Bangs, after placing a large order for additional Wurlitzer-Simplex instruments, "My trip through the Wurlitzer plant was amazing to me and I'll carry back to Arkansas a vivid recollection that Wurlitzer certainly does things in a big way. I was impressed with the quality that goes into every Wurlitzer-Simplex phonograph and frankly astounded at the big scale production this plant is turning out. I knew Simplex phonographs got the big play out my way, but the volume of carload orders that I saw with my own eyes convinced me that the whole country must be as sold as I am on Wurlitzer-Simplex."

We may forgive those who bore us; we cannot forgive those whom we bore.

What is done is but little by the side of what remains to be done.

William—"How did you break your leg?"

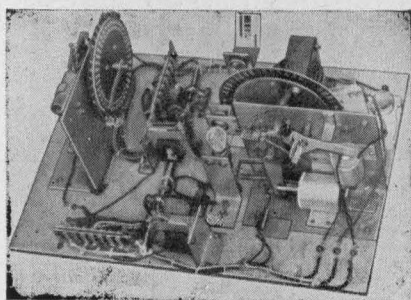
Bill—"I threw a cigarette in a manhole and stepped on it."

—Colgate Banter.

EXHIBIT TO MARKET SCORING CIGARETTE MERCHANDISERS ASSN. OF NEW JERSEY, INC.

Pictured in this issue is the Exhibit photo scoring device and new spinning unit which Exhibit Supply Company is putting on the market for use by other coin machine manufacturers.

Picture shows the complete assem-



bly mounted on one board as used in Track Meet—Exhibit's sensational novelty game. Mounting all working parts on a separate board, it permits the operator to remove four nuts and remove the entire mechanism. In event of serious damage, a complete new unit can be sent the operator and the damaged unit returned by the operator, thus eliminating out of order machines and keeping Track Meet on location, earning money constantly.



Myer "Mike" Cohen is doing a good job of distributing Wurlitzer phonographs and Skee Balls in his new location, Ohio Automatic Music Company, 1220 Parsons avenue, Columbus, Ohio. Mr. Cohen formerly owned the Royal Specialty Co. of Louisville until moving to Columbus the latter part of 1936. His brother, Harry, is owner of the Ohio Specialty Co. in Cincinnati.

The automatic cigarette vendors industry day which was celebrated on Wednesday, June 23, 1937, by the Cigarette Merchandisers Association of New Jersey by a sail on the yacht "Talofa" to Hook Mountain, N. Y., was in the consensus of the opinion of the fifty members and friends who attended, the most outstanding affair they ever attended.

From 9 a.m. to 1 a.m. of the following day, the members and their friends enjoyed mountains of food, rivers of liquid refreshments and oceans of other thirst quenchers in addition to a gally full of chow mein prepared by the inimitable chef, Kenneth Huey, and his Oriental assistant, Fuey Yen. Supervising this avalanche of nutriment was the genial manager of the Association, Mr. LeRoy Stein, and his young but efficient offspring, Howard, who exceeded the most experienced maitre d'hotel.

The card games and other forms of masculine entertainment began at the command of "All aboard" and ended only when the gang plank was regretfully lowered. The piece-de-resistance of this stag gathering was a baseball game on the summit of Hook Mountain which was umpired by the manager of the Association. Here was displayed such talent that were scouts of professional leagues present, the Association might have lost some of its members to the major leagues.

The battery for the members'

teams was Sol Kesselman, attorney for the organization, and Nicholas Marino, sergeant-at-arms of the Association. The battery for the visitors' was John Sharenow, chairman of the entertainment committee, and Harry Koladney, chairman of the auditing committee. A substitute pitcher and later shortstop was Martin M. Berger, sales director of the Rowe Manufacturing Co. The featured playing was performed by Charles W. Stange, president of the Association, Harry Malkin of the Malkin Sales Co., Leon Eskin of Eskin & Son, and Leonard Ziegler of the Leonard Sales Co.

The cheering squad was led by Harry P. Catel, vice-president of the Association.

While the purpose of the industry day was to afford relaxation for the members of the Association, a better appreciation of the services rendered by the Association was accomplished through the introduction by the manager of members who knew each other slightly and who at the conclusion of the day became quite friendly. The spirit of the crowd was commendable while the decorum was such as to bring forth paens of praise. Much misunderstanding through misinformation was immediately cleared up and policies of the various members were easily understood, as a result of the opportunity to meet on a friendly basis in a fraternal atmosphere.

The confidence we have in ourselves arises in a great measure from that that we have in others.

NEW POK-er-Bok PAYS \$6⁰⁰ MORE PROFIT

!NO INCREASE IN COST TO YOU

AVERAGE OPERATOR PROFIT NOW \$34.00

WERTS sensationally successful POK-er-Bok Jar Deals have proved a "Gold Mine" at the FORMER average profit of \$28.00 per deal. They have shown operators everywhere the way to "clean up" WITHOUT INVESTING in expensive equipment.

NOW, without a cent of extra cost to the operator . . . 120 MORE tickets have been added, making the average profit actually \$34.00 PER DEAL! Jars can be refilled. TAMPER-PROOF TICKETS. Almost unbelievable fast profits! Only one deal a day can bring \$1,020.00 a month! PAYOUT REMAINS SAME! 127 PRIZES TO \$10 EACH!

Tickets have been increased to a total of 2,160. Payout and Jackpot Card remain the same as formerly. Two \$5 Jackpots . . . Nine \$2 to \$10 prizes . . . Thirty-seven \$1 prizes on Jackpot Card . . . 114 Jar winners at 25c to \$2 each.

"CLEAN UP" NOW WITH NEW POK-er-Bok

Sample Deal for a quick, convincing test only \$6.50. Big operator and distributor quantity discounts. Send for sample deal and all details TODAY.

WERTS NOVELTY CO., Inc., Dept. A.W.-8, Muncie, Indiana



START
NOW
GET
POK-
er-Bok
on
Every
Location

DROLLINGER CELEBRATES BIRTHDAY WITH FISH FRY

They say that the music goes 'round and 'round and comes out here, however, three old music men from Texas claim that sweeter music could not be heard than kingfish going 'round and 'round and we bring them out here.

What we are getting at is this: W. F. Daniel of Corpus Christi, one of the larger music operators of Texas, was host the week ending July 24 to Harry Drollinger and wife, and Bill Brenan of San Antonio. These three gentlemen are well known for their truthfulness, and they claim that they got a boat load of fish; had the time of their lives, and did not let the biggest one get away.

The occasion of the fishing trip was Harry Drollinger's birthday, which was July 25. These three nimrods decided to catch a lot of fish for a birthday dinner; so they hied themselves to Port Aransas where Mr. Daniel maintains his fishing boat and proceeded to catch hundreds of mackerel and kingfish.

The accompanying photograph, reading from left to right, shows Bill Brenan, Harry Drollinger and W. F. Daniel, as they landed from the boat with 150 pounds of mackerel.

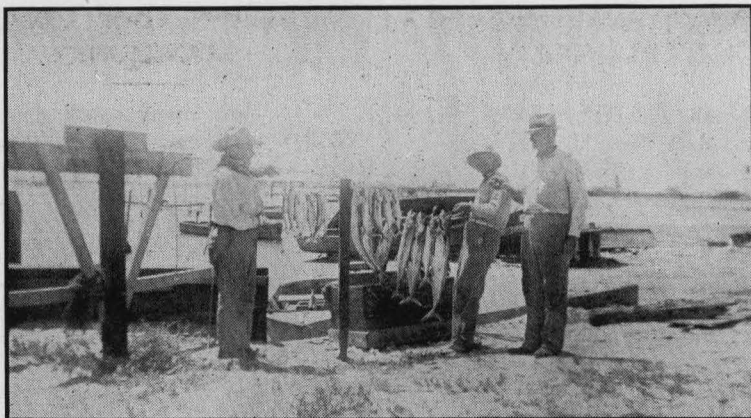
On Tuesday evening, July 27, the birthday dinner was given at Harry Drollinger's country home, "Nickel-built." There was an old fashioned fish fry served on the spacious lawn attended by 125 operators and friends of the three fishermen.

In the wee hours of the morning, when the last guests had departed, it was a pleasure for Harry to know that everybody present had their fill of fish, refreshments, music, without any speeches being made. All guests present openly predicted that what should be done was for these three gentlemen to go fishing at least once a month if they could have the luck they had on this trip, so everybody could have more fish fries, as this one was certainly a "wow."

Mr. Daniel extended an invitation to all guests present, as well as other operators and friends in the state, to come on down to Corpus Christi so that he could show them how to bring home the fish instead of the bacon.

In the intercourse of life, we please more by our faults than by our good qualities.

Little minds are too much wounded by little things; great minds see all and are not even hurt.



LEFT TO RIGHT—BILL BREMAN, HARRY DROLLINGER AND W. F. DANIEL



Marvin McLarty, Wurlitzer operator of Lubbock, Texas.

Life Scout McLarty who helped entertain President Roosevelt at the Scout jamboree.

WURLITZER OPERATOR'S SON IS PROMINENT IN RECENT WASHINGTON BOY SCOUT JAMBOREE

Marvin McLarty, Wurlitzer phonograph operator and owner of the McLarty Music Co. of Lubbock, Texas, has something to be proud of besides the fact that he has made an outstanding success operating Wurlitzer automatic phonographs.

"Marv" has a son, 16 years old, who does things in a big way, too. Young McLarty is a member of Troop 4, Flying Eagle Patrol of Lubbock, Texas. He is a Life Scout and also a life guard at the municipal pool in his city. And at the recent Boy Scout Jamboree in Washington, young McLarty was the official clown of a troop of Scout trapeze artists who performed for President Roosevelt.

What's more, reports the senior McCarty, fourteen other Scouts



from the town of Lubbock made the Washington, D. C., trip.

The proud father is heartily in agreement with his son's Scout motto of "Do a good turn every day." Says he, "The best turn I ever did for myself was to become a Wurlitzer operator. From a small beginning I now have nearly 100 Wurlitzer automatic phonographs in operation. The outstanding beauty and marvelous tone of these instruments has sure made a hit in Texas."

EXPOSITION IMPROVES DEMAND

The coin-operated machines at the Great Lakes Exposition in Cleveland are receiving a great play, according to E. M. Marley, sales manager of the Markepp Company, Ohio distributors.

A great many of the people attending the Exposition come from the rural sections of Ohio and neighboring states, and as a result, the different coin-operated machines hold a great deal of appeal for them.

Marley told a representative of this magazine that in proportion to other amusements, the coin operated equipment is receiving considerable attention. The two penny arcades are of course, outstanding. These are run by a prominent Cleveland operator.

In addition to the cranes and rotary merchandisers, there are the usual punching bags, strength testing machines, fortune telling machines, novelty pin games, and all of the other equipment that is characteristic of such arcades all over the country.

The Skee Ball alleys, of which there are several scattered around the Exposition grounds, are receiving a good play. The point system is used to award winners.

Candy bar and peanut machines are scattered throughout the Exposition grounds. However, they did not seem to be attracting much attention, possibly because of the many different types of restaurants and sandwich stands that dot the Exposition grounds. The prices charged at the stands in restaurants are no higher than the public is accustomed to paying ordinarily, and, as a result they all are doing a lively business.

According to Marley, there is room for a great many more coin-operated machines around the Exposition grounds. There are no ray rifle machines and because people in the rural sections are not acquainted with these machines that shoot a beam of light instead of a bullet, they would probably be a mighty profitable investment for any operator.

"It seems to me," Marley stated, "that operators are overlooking a good step in these expositions. Some criticism could also be directed at those who have exhibits, particularly the Skee Ball alleys. A coat of paint and general shining and cleaning of the equipment would draw a great many more people."

IMPROVE YOUR MUSIC LOCATIONS

A question many music operators ask is "What can I do to guarantee for myself and my location, a steady income from the operation of an automatic phonograph?"

H. E. Roberts, sales manager for the J. P. Seeburg Corporation, makers of the famous Melody King and Symphonola phonographs, says, "Apparently, this question seems difficult to answer. One can't promise a location owner a definite amount of patronage, and by the same token, an operator cannot say of any average location, 'This spot is going to net me so much and so much.' Without a guaranteed patronage there is no guaranteed income."

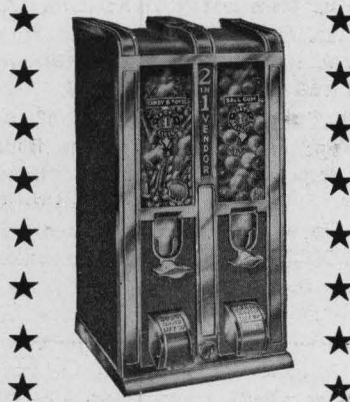
"Yet, our files are filled with letters from music men who have proved to their complete satisfaction that there is an answer to the question stated, and their proof refers to, not one or two isolated cases, but to a majority of their locations. Let me quote from one operator's letter . . . 'A few of my locations are naturals; that is, they were born, not made, through a combination of circumstances not usual in every case: site, the owner's personality, his wide acquaintance, lack of competition and so on."

"The majority of my locations are of the type that required painstaking building up to the point where they are profitable for the location owner. He has advertised, featured added attractions in the way of singers, parties and other stunts and he

depends to a great extent on the amusement value of his place for his patronage. Consequently, he is mighty particular about the coin operated equipment that goes into his place, and even more careful regarding automatic phonographs. For this type of location, I have recommended and installed the Seeburg Melody King, Model K, and in every case a decided improvement in the location was noticeable within a very short time. First, the appearance of the location was improved many fold. Second, the patrons got the habit of coming in oftener and staying longer to enjoy Melody King music. Yes, the trustworthy performance, the exceptionally fine reproduction and the illuminated beauty of the Model K have been all important in popularizing and building up many of my locations."

TO OPERATORS
Who Want a **STEADY** Income—We Recommend a Route of

2 IN 1 VENDOR



Note These Important Features

1. Earns **TWICE** as much as a single column vendor.
2. **CAPACITY:** About 5 lbs. Nuts and Confections or 700 Balls of Gum in EACH Section. **VENDS** over 20 DIFFERENT ITEMS.
3. **100%** Perfect Coin Mechanism. **REJECTS MOST SLUGS** and **WASHERS**.
4. Requires only 9 inches of counter space. Can be placed on floor stand or against wall.
5. Water-proof construction.
6. **LOW PRICE TO OPERATORS!**

Write or Wire Today for Further Details!

O. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.

Mention Automatic World when answering.

WILL BUY FOR CASH

Preakness Penny Packs
(Daval)

Quote Lowest Price

IDEAL NOVELTY CO.

Carl F. Trippe
1518 Market Street
ST. LOUIS, MO.

**4 CENTS
A WORD**

WANT ADS

**CASH
WITH
COPY**

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, \$1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY AND SELL LATE MODEL PACES Races, Rays Track, Turf Champs, Bally Rovers, Preaknesses, Caroms, Slot Machines, Cigarette Machines, Phonographs, or anything in late model machines. Get our prices first. Charles Pittle, 79 Beetle St., New Bedford, Massachusetts.

FOR SALE. THREE EVANS "GALLOPING Dominos," \$185.00 each; 40 Mills Golden Mystery Vendors (Blue Fronts), light cabinets, serials 361,000 up, shined and repainted, can hardly be told from new, 5c, \$60; 10c, \$62.50; 25c, \$65. Every machine guaranteed or money refunded. Willard M. White, 2937 Mt. Vernon Avenue, Fort Worth, Texas.

WANTED: NEED BALLY BUMPERS, Preakness, Rover, Bumpalite, Sport Parade. Can use quantity at real bargain prices. Will pay spot cash. Bill Lucas, Millerton, N. Y.

EXPERIENCED SALES PROMOTERS wanted for Robbins' 2-in-1 Vendor, America's most practical bulk merchandiser. Attractive proposition. Mention experience and territory. Robbins Co., 1141W DeKalb Avenue, Brooklyn, N. Y.

"SWEET 16" SIXTEEN RECORD PHONO- graphs, nickel and dime slots, like new, only \$90 each. Capitol Company, 460 W. 34th Street, New York City.

FOR SALE: SEVENTY COIN OPERATED phonographs on location, earning \$1000 a month, or will sell thirty or less, located in Dallas, Texas. Don't answer unless you can pay \$5000 cash down payment. With 2000 records free. Retiring from business. Address P, care Automatic World, Fort Worth, Texas.

TEN LATE 1936 ROCK-OLA REGULAR phonographs, just reconditioned. Wonderful shape, \$140 each. Abbey Marks, 7205 66th Street, Glendale, L.I., N.Y.

Lily Pons rehearsed one song an hour a day for four months in order to sing it perfectly. If we who write or print or manufacture for a living worked at our jobs that way, we might amount to something.

ROWE "SPECIAL" 6 COLUMN 15c CIGARETTE VENDING MACHINE

Capacity: 150 packages. Glass windows under each slot expose last coins which were inserted.

Reconditioned and repainted just like new. Original cost \$75.00 each.

Operator's Prices

One Machine
\$20.00

5 or More
\$18.00

Metal Floor Stands
\$2.00 Extra.

Obtainable with 20c coin chute at \$2.50 extra per machine.

RUSH YOUR ORDERS NOW!

ROBBINS & CO.
1141 De KALB AVE. - BROOKLYN, N.Y.

Mention Automatic World when answering.

If we lost all our trials and tribulations our lives would be far less interesting. Whether we realize it or not, the so-called negatives that perplex us have a positive value. Samuel Butler once wrote that the only things we really hate are unfamiliar things. He repeated the story which tells that when Andromeda and Perseus had traveled but a little way from the rock where Andromeda had so long been chained, she began upbraiding him with the loss of her dragon who, on the whole, she said, had been very good to her.

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IMITATION IVORY WITH COLORED CORDS

ASSORTMENT 12 ITEMS
90 CENTS A GROSS
PLUS POSTAGE

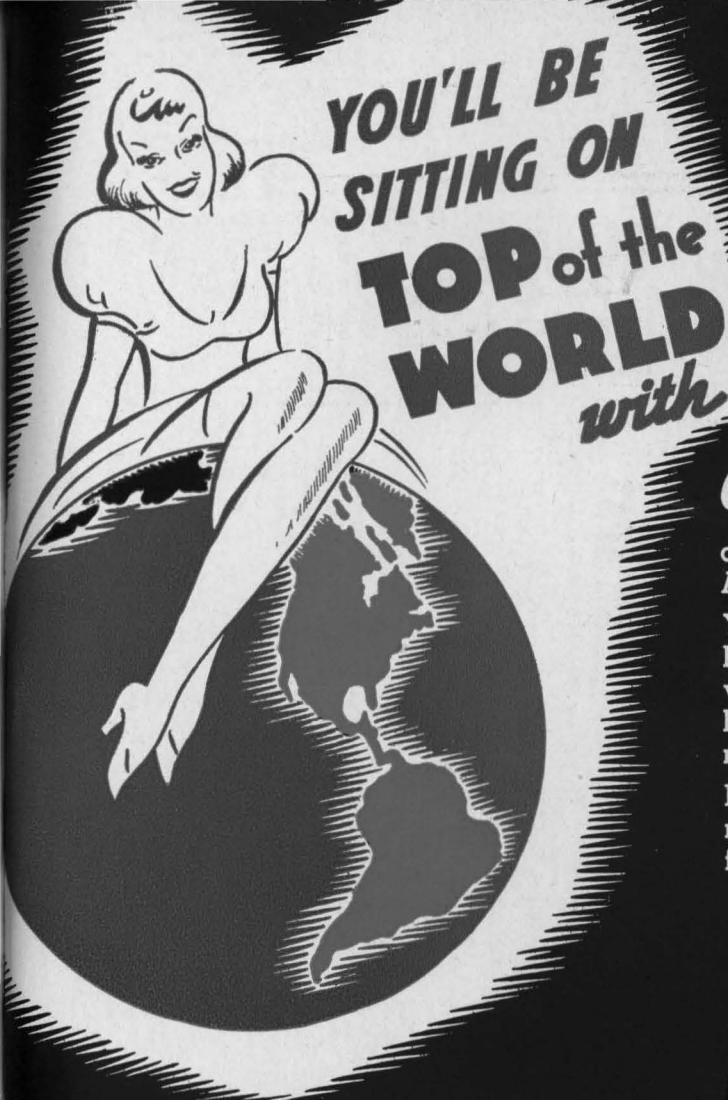
OVER 150 DIFFERENT NUMBERS

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DEPT. 600
CHICAGO



BALL GUM
Watta Polish
ALL SIZES FLAVOR THRU THRU PERFECTLY ROUND
Protection Packing
AMERICAN CHEWING 128 Mt. Pleasant



Ginger TOKEN PAYOUT

Great OPERATING OPPORTUNITIES . . . never dreamed of before . . . open to you with the new GINGER Automatic Token Payout Game.

Your playing customers and your locations alike welcome the lively, noiseless performance of this smart looking game which automatically vends a token whenever a winning combination has lined up. Automatic Payout speeds up the play, reduces need for attention by location and thrills the player.

In appeal, in player attraction, in profits earned, in mechanical reliability, GINGER surpasses any game in the low-priced field—truly, Ginger is THE BEST BUY FOR 1937.

You Have Always Wanted a Machine Like . . .

GINGER TOKEN PAYOUT

which would automatically give you a check both on Cash receipts and Payouts.

GINGER is the ultimate Game for Counter operation—its cost is quickly repaid by increased profits; you are assured of your full share.

Cigarette Model both in 1c and 5c Play.

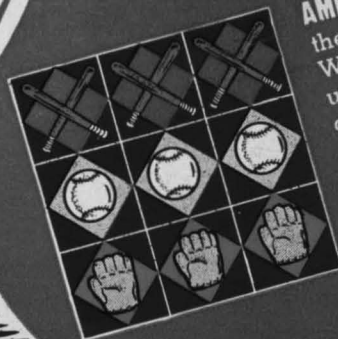
\$36.50



A HIT ON ANY LOCATION!



Ginger BASEBALL TOKEN PAYOUT



AMERICA'S favorite sport is brought to your Locations on the swiftly spinning Reels of this Ginger Baseball Game. Whenever three Baseball Symbols of one kind are lined up, Player is automatically rewarded with a Token, calling for one or several Packs of Cigarettes.

You should cash in on the never-failing appeal of Baseball by operating GINGER Baseball Token Payout—it's a hit everywhere. Only furnished in 5c Model.

Features

GINGER comes in a Straight Penn Play Model and straight Nickel Play Model.

Nickel Play Model pays out about five times as often as the Penny Play Model. GINGER automatically vends a large token whenever three Symbols of same kind are lined up. These tokens call for 1, 2, 3, 5, or 10 Packs of Cigarettes; each token is distinctly engraved. Tokens can be assorted in Payout tube at operator's option; they are disbursed on the "Mystery Payout" principle, enabling player to receive one to ten Packs of Cigarettes on any winning combination.

Coin Register and Extra Location Door

ARE STANDARD EQUIPMENT

Each Coin played is registered by Counter; there is an extra locked Door, enabling Location to remove coins without giving it access to the mechanism however.

By deducting value of redeemed tokens from the number of coins registered, Operator can easily determine net receipts to be divided between him and Location.

Capacity of payout tube is sufficient for \$60.00 of play, either Pennies or Nickels. If you desire you may put Quarters into Payout Tube instead of tokens, or mix Quarters with Tokens. Ginger occupies only 8" x 8" Counter Space, weighs 11 lbs. Last coin Played shown in Rear.

Good Luck FORTUNE SYMBOLS

Young and old understand these well-known symbols and are delighted when three clover leaves are lined up, or when three Horseshoes in a row proclaim a winner. Fascinating to watch—Fortune Symbols make a welcome change; they enable you to operate several Ginger Games side by side, each with an appeal distinctly its own. These Good Luck symbols are interchangeable with Cigarette or Baseball Reels, on 5c Model only.



\$36⁵⁰

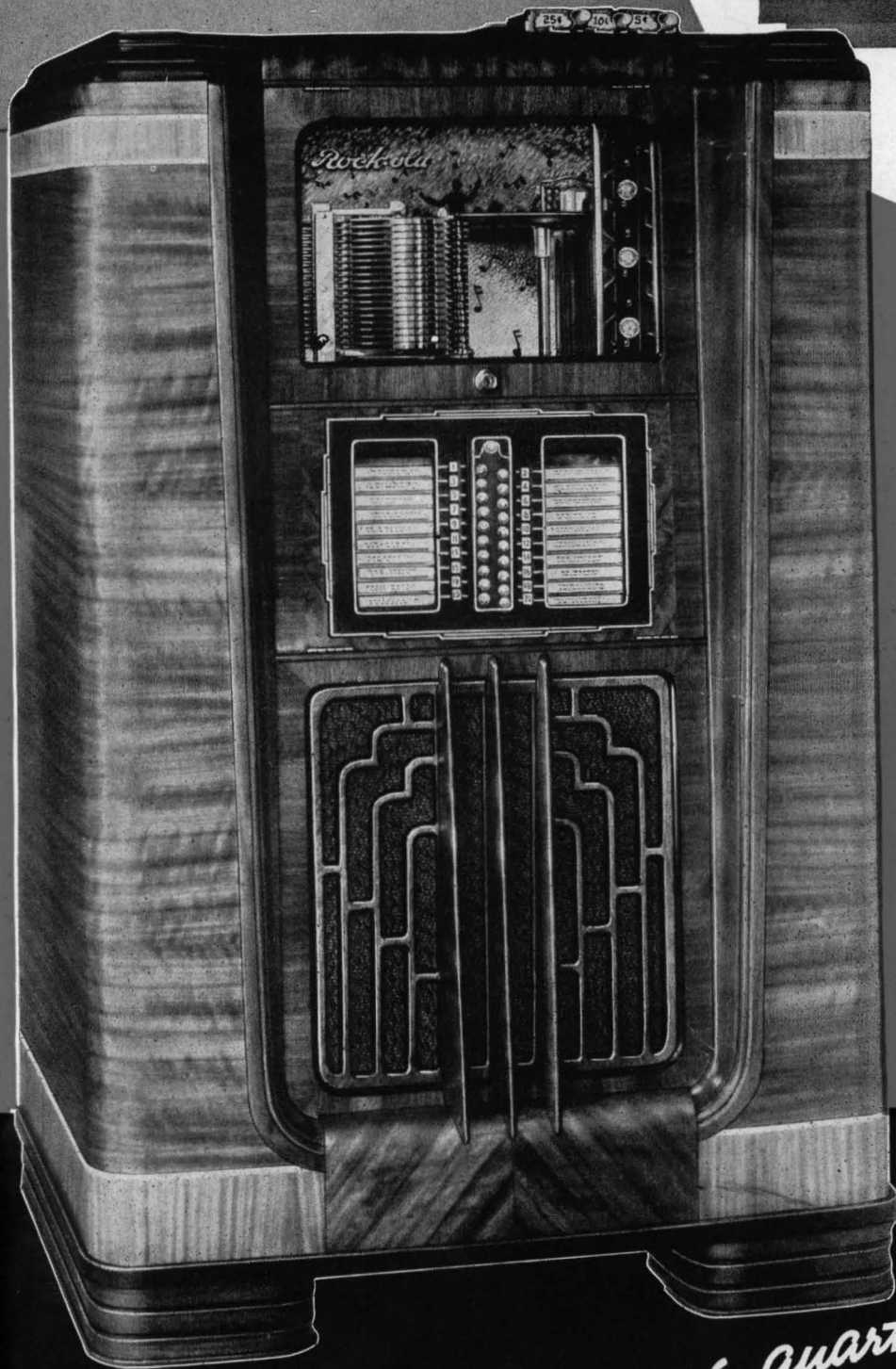
GROETCHEN TOOL COMPANY

Manufacturers of Fine Coin Machines

125 NORTH UNION STREET.. CHICAGO, ILLINOIS

ROCK-OLA'S NEW

IMPERIAL 20



TWENTY RECORDS

CHECK THESE 15 FEATURES!

1. Visible Coin Escalator
2. All-in-one Program Panel
3. Twenty Record Multi-Selector
4. Exquisite DeLuxe Cabinet
5. Matchless Tone Quality
6. Lightweight Crystal Pickup
7. Scratchless Reproduction
8. Jensen Speaker, 15-inch
9. Full Floating Baffle
10. Less Parts in Mechanism
11. One Positive Cam Movement
12. Micro-Sensitive Switches
13. Mechanically Driven Trays
14. Chassis Accessible From Front
15. Fascinating Light-up Effect

ROCK-OLA MFG. CORPORATION
800 N. Kedzie Ave. Chicago, Illinois



*Gets more quarters and dimes than
ordinary phonographs get
in nickles!*

HERE'S

PROOF!



That World Series is "TOPS" for Big Profits!



ROCK-OLA MFG. CORP.,
800 No. Kedzie Ave., Chicago, Ill.
GENTLEMEN:

MY 6 WORLD SERIES ON
SAME LOCATION FOR PAST 7
MONTHS ARE TAKING IN
MORE MONEY NOW THAN
THE FIRST MONTH I OWNED
THEM.

They work all the time—24 hours a day—and we have never had a breakdown. At the coin machine show held in Chicago last January, when Dizzy Dean first introduced Rock-Ola's WORLD SERIES Baseball game, I told my coin machine friends that "there was a machine that would last on location and make money continuously." I have now proved to my own satisfaction that my judgment was correct. . . . I actually believe Rock-Ola's WORLD SERIES will be on location making money for operators for years to come.

Paul D. Gribb

Send your order today. Your opportunity is here.

You can buy on the extended payment plan if desired. Write for liberal plan for reliable operators.

